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25th NEM General Assembly

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Meeting Minutes

Editor:

Halid Hrasnica, Eurescom

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1 List of Participants

Firstname	Lastname	Company
Jovanka	Adzic	Telecom Italia
Luis	Almeida	CCG - Centro de Computacao Grafica
Marcos Xosé	Álvarez Cid	FEUGA
Giuseppe	Amato	CNR - ISTI
Maria Teresa	Andrade	INESC TEC
Albena	Antonova	Sofia University
Tofig	Babayev	RITA
Thierry	Baujard	Media Deals
Silvia	Boi	Engineering Ingegneria Informatica S.p.A
Verónica	Buey Cieslak	Madrid Networks
MONICA	CABALLERO	EURECAT
Monique	Calisti	Martel Innovate
Naima	Camara	Digital Catapult
Oscar	Chabrera Villarreal	ViLynx
James	Clarke	Waterford Institute of Technology
Francesco	D Andria	ATOS Spain SA
Pierre-Yves	DANET	Orange
SIMONA	DE ROSA	t6 ecosystems srl
Sergi	Fernández	i2CAT Foundation
Albert	Gauthier	European Commission
David	Geerts	Meaningful Interactions Lab (Mintlab) KU Leuven - imec
Jozef	Geurts	Inria
Wouter	Groot	University of Applied Sciences Amsterdam
Luitgard	Hauer	Eurescom GmbH
Anni	Hellmann	European Commission
Thorsten	Herfet	Saarland Informatics Campus
Hadmut	Holken	Holken Consultants & Partners
Halid	Hrasnica	Eurescom GmbH
Giacomo	Inches	Fincons Group
David	Jimenez Bermejo	Universidad Politénica de Madrid
Nina	Klein	Frankfurter Buchmesse
Arne	Lie	SINTEF AS
Fabien	Lotte	Inria
Mike	Matton	VRT
GAEL	MAUGIS	Images et Reseaux
Khalida	Melikova	RITA
Jose Manuel	Menendez Garcia	Universidad Politénica de Madrid
Jean-Dominique	Meunier	Technicolor
JULIA	MORAWSKI	CAP DIGITAL
Ralf	Neudel	Institut für Rundfunktechnik GmbH
Omar	Niamut	TNO
Esther	Novo	Fundacion Vicomtech

Pilar	Orero	Universitat Autònoma de Barcelona
Vera	Ovcharenko	Imaginove
Belén	Piorno de Nicolás	AMETIC / eNEM
Manuella	PORTIER	CAP DIGITAL
Maria Magdalena	Pricop	Iconic Cluster
Robin	Ribback	Swiss TXT AG
Jochen	Riester	University of Applied Sciences Amsterdam
Wilfried	Runde	Deutsche Welle
JESUS M ^a	SANTAMARIA	TECNALIA
Sven	Semenčić	A.T.I. d.o.o.
Paraic	Sheridan	ADAPT Centre - DCU
IPSHITA	SINGH	CAP DIGITAL
Alexandru	Stan	IN2
Ioannis	Stasinopoulos	Citypassenger SA
Stelios	Thomopoulos	NCSR Demokritos
Enrico	Turrin	Federation of European Publishers
Giuseppe	Vella	Engineering Ingegneria Informatica S.p.A
Matteo	Villa	FINCONS SPA
Giovanni	Zagni	Pagella Politica

2 Meeting Progress

VENUE: Hotel Crowne Plaza Le Palace, Brussels, Belgium

TIME: 30 May 2018, 09:00 – 17:00

AGENDA AND BRIEF SUMMARIES OF PRESENTATIONS

Presentations from the General Assembly are available on the NEM website: www.nem-initiative.org.

Welcome, Jean-Dominique Meunier (Technicolor, NEM Chairman)

Mr Jean-Dominique Meunier welcomed participants of the 25th NEM General Assembly and presented an overview on recent activities of the NEM Initiative.

Mr Halid Hrasnica (Eurescom GmbH, NEM Secretariat) presented the meeting agenda, which was adopted.

Elections of new NEM Steering Board, Halid Hrasnica (Eurescom GmbH, NEM Secretariat)

Mr Hrasnica explained the entire process for nomination, announcement of candidates, and elections of the new members of the NEM Steering Board for the term in office from spring 2018 until spring 2020. As the number of candidates for the new Steering Board was not higher than number of open positions in the Steering Board, all proposed candidates have been elected by acclamation, in accordance with adopted election rules. The members of the new NEM Steering Board are:

Industry;

- ATI Credentials (ati.hr), Sven Semencic
- ATOS (<https://atos.net/en/>), Francesco D'Andria
- Barco (barco.com), Patrick Candry
- BBC (<http://www.bbc.com/>), Judy Parnall
- Engineering (<https://www.eng.it/>), Silvia Boi
- Eurescom GmbH (eurescom.eu), Halid Hrasnica
- FINCONS GROUP (<http://www.finconsgroup.com/>), Giacomo Inches
- Frankfurter Buchmesse (<https://www.book-fair.com/en/>), Nina Klein
- Orange (orange.com), Pierre-Yves Danet
- Smart Digital Entertainment (<https://www.ilion.com/>), Marta Izquierdo Vaquero

- SWISS TXT AG (<http://www.swisstxt.ch>), Robin Ribback
- Technicolor (<https://www.technicolor.com/>), Jean-Dominique Meunier
- Telecom Italia (<http://www.telecomitalia.com/tit/en.html>), Jovanka Adzic
- De Vlaamse Radio- en Televisieomroeporganisatie (<https://www.vrt.be/en/>), Mike Matton

Academia and research:

- bbw Hochschule (bbw-hochschule.de), Malte Behrmann
- Eurecat (eurecat.org), Monica Caballero
- i2CAT (<http://www.i2cat.net/>), Sergi Fernandez
- Imec (<http://smit.vub.ac.be/>), Simon Delaere
- INRIA (<https://www.inria.fr/>), Fabien Lotte
- IRT (<https://www.irt.de/en/home/>), Ralf Neudel
- Norwegian University of Science and Technology (ntnu.edu), Andrew Perkis
- Saarland University (<https://saarland-informatics-campus.de/en/>), Thorsten Herfet
- Tecnalía (tecnalia.com), Jesus Santamaria
- Universitat Autònoma de Barcelona (<http://www.uab.cat/>), Pilar Orero
- Universidad Politécnica de Madrid (gatv.ssr.upm.es), David Jimenez
- Waterford institute of Technology (<http://www.wit.ie>), James Clarke

SMEs and Clusters:

- Holken Consultants & Partners (<http://www.holkenconsultants.com/en/>), Hadmut Holken
- IN2 (<https://in-two.com/>), Alexandru Stan
- Media Deals (<http://www.media-deals.org/>), Thierry Baujard
- SuperCity (<http://supercity.com/>), Mery Glez
- T6 Ecosystems (t-6.it), Simona De Rosa
- Virtualware (<http://virtualwaregroup.com/>), Jon Arambarri
- Cap Digital (<http://www.capdigital.com/en/>), Manuella Portier
- Federation of European Publishers (<https://fep-fee.eu/>), Enrico Turrin
- Images & Réseaux (images-et-reseaux.com), Gérard Le Bihan
- Imaginove (<http://www.imaginove.fr/en/>), Vera Ovcharenko

Activities of EC DG-CONNECT-I4-Unit – Media Convergence and Social Media, Anni Hellman (Deputy head of unit “Media Convergence & Social Media” at EC)

Ms Anni Hellman presented the recent activities of the Media Convergence and Social Media EC unit in the research and policy arenas, which was focused on social media policy and measures against false information in the social media channels. During last months, several discussions was organized on the subject including a wide public consultation in Europe. As result, the established high-level expert group finalized and published a corresponding report beginning of March 2018. The discussion will continue in the next months and a report summarizing further actions in the area is expected to be published in December this year.

Furthermore, Ms Hellman emphasised media literacy as one of the important subject as well as provided information about ongoing projects in the media area, closed and open topics for collaborative projects, and ongoing evaluations of the recently submitted project proposals.

Address from Deputy Head of EC DG-CONNECT-G2 Unit – Data Applications and Creativity – Albert Gauthier on behalf of Federico Milani

Mr Albert Gauthier presented details on the upcoming call for projects under the objective H2020 - ICT-25-2018-2020. The call will be published on 26 July 2018 with the submission deadline on 14 November 2018.

The next H2020 call on “Cultural Heritage, Interface”, Albert Gauthier (Scientific Officer at EC DG-CONNECT-G2 Unit – Data Applications and Creativity)

In this talk, Mr Gauthier focused on SC6 CULT-COOP-2019 program; the activities performed in the past 2014-2017 and ongoing activities in 2018, including a summary of results in terms of submitted and accepted project proposals. Furthermore, he presented details on specific challenges related to the DT-TRANSFORMATIONS-11-2019 “Collaborative approaches to cultural heritage for social cohesion” call for project, which will be open in November 2018 with the submission deadline on 14 March 2019. The presentation was concluded with remarks on needed activities related to Cultural Heritage and its preservation.

NEM Strategic Research and Innovation Agenda 2018, Pierre-Yves Danet (Orange, NEM Vice-chair)

Pierre-Yves Danet presented various activities on development of the NEM strategy, including work reports on individual NEM Working Groups, focusing mainly on the NEM SRIA document in creation, which was recently circulated to all NEM members for comments and further inputs. Mr Danet mentioned that the list of topics, to be prioritized along a time scale of the planned R&D achievements, will be elaborated in the next period by the SB members.

A question was raised from the audience on timing for providing the final SRIA document (end of June

2018) and missing focus of the document as well as communication to right addresses at relevant public authorities / EC. The present EC representative responded that the timing for providing the document is very good and that EC expects more focuses to be defined for the upcoming period from a such wide community like the NEM Initiative. Furthermore, EC appreciates communication from NEM towards Commissioners and the EC President, performed by the NEM chairs to emphasise need for more investment form EC side in topics related to Content, Media and Creative Industries.

Overall conclusion was that the SRIA document is being developed in a right direction. All NEM members can provide contributions to the document (by sending it directly to Pierre-Yves or to contact@nem-initiative.org) until **15 June 2018**. Also, volunteers for joining the SRIA editorial group are welcome!

Key-messages, session organized by Vital Media project (moderator: Silvia Boi, Engineering, NEM Executive Group) inviting the following two key-note speakers:

- **What's wrong? Challenges in assessing the impact of fake news on social media**, Giovanni Zagni (Pagella Politica)
- **Artificial Intelligence, Image Analysis and Retrieval for the Creative Industry**, Giuseppe Amato (CNR – ISTI)

NEM Ambassadors

Ms Julia Morawski (Cap Digital, NEM Executive Group) presented the concept of the NEM ambassadors, introduced by the Vital Media project, and list of already approved NEM ambassadors (<https://nem-initiative.org/nem-ambassadors/>) including expectations from this activities in the future. The session was concluded by presentations of the three recently approved NEM ambassadors:

- Iconic Cluster, Romania, Magda Pricop
- University of Sofia, Bulgaria, Albena Antonova
- RITA, Azerbaijan (Khalida Melikova and Tofiq Babayev)

Future directions of the NEM Initiative, Jean-Dominique Meunier (Technicolor, NEM Chair) and Silvia Boi (Engineering, NEM Executive Group)

The presentation included a number of ideas for enlarging the NEM services for its members and establishing a powerful voice of the media and creative industries in Europe around the following objectives, as a base for discussion with the NEM members:

- To make NEM self-sustainable
- To support all stakeholders in Content, Media and Creative Industries

- To catalyze the needs, demands and challenges of Content, Media and Creative Industry
- To foster a EU cutting edge research community reflecting EU wealth in diversity and creativity
- To define the SRIA for Media and Creative Industry
- To get the entire media ecosystem together to collaborate in a pre-competitive phase before we generate a competition for funds
- To ensure funding opportunities for Content, Media and Creative industries
- To work towards the Juncker pillar Digital Single Market strategy

Furthermore, the NEM offer could be enlarged, e.g. to enable sandbox and living lab type of activities for the members, organize workshops/trainings for the members on various aspects of interests, establish a map of main related stakeholders in Europe and a project results repository, etc.

In order to offer all these services and ensure the needed self-sustainability of NEM, the proposal is to establish a legal entity or similar, ensuring establishment of NEM as a non-for-profit organization, which would include a fees-based membership model.

In accordance with the discussion after the presentation, the audience welcomed the presented initiative and is looking forward to seeing further elaboration on the topics, which will be carried out by the NEM Steering Board. It is very important to consult the NEM members on their actual needs, in respect to the presented proposal, which should be taken as the main base for further discussions within the Steering Board.

NEM position and white papers, moderator: David Jiménez Bermejo (UPM, NEM Executive Group)

Beside a status report on ongoing position and white papers, the NEM position paper on Artificial Intelligence for Creative Industries, led by INRIA, was presented in details. The paper is still open for further contributions and further members of the editorial group are welcome. To provide contributions and/or join, send an e-mail to contact@nem-initiative.org.

NEM at “Futur.e.s in Paris”, Manuella Portier (Cap Digital, NEM Executive Group)

NEM members are invited to attend the event in Paris on 20-23 June 2018 (NEM workshop is on 21st June).

Closure of the General Assembly

Mr Jean-Dominique Meunier (NEM Chairman, Technicolor) thanked to all meeting participants for attending the event and closed the General Assembly.