

# FP7 ICT Work Programme 2013

## Objective: Connected and Social Media

In order to build a bridge from FP7 towards the forthcoming Horizon 2020 Programme, one should take a fresh approach towards access to digital media applications and services, media delivery and related data processing taking into account the current technological trends causing the migration of digital media access and delivery towards a new generation of internet-based applications and/or media provision from distributed environments e.g. media clouds and web-based applications.

These trends are supported by the convergence of mobile and social media solutions using sophisticated interactive, immersive and collaborative multimedia technologies as well as the bundling of web-based and network-based APIs. In this context, search and relevance feedback technologies can be further developed as well as platforms for intelligent digital storage and media distribution technologies. These will boost the convergence of social media and the Future Internet, including mobility aspects, leading to a new age of **Connected and Social Media**.

The development of user-driven applications in such shared environments would be facilitated by the availability of open source libraries that implement cutting-edge algorithms with real-time or near real-time performance in personal devices. Intuitive and innovative ways of interacting with networked multimedia devices and services as to increase user acceptance and enhance immersive and interactive experiences are to be further developed in order to increase market adoption and societal impact.

New topics include social TV and social networks and their evolution, especially in mobile networked environments, and the leverage of mixed (real and virtual) media as an enabler of a new generation of internet-based applications and services taking into account the rapid change of business models.

### Rationale:

- The last Call for Proposals in this area was FP7 ICT Call 7 (Autumn 2010). Therefore, one needs to build a bridge from FP7 towards the forthcoming Horizon 2020 Programme, including innovation aspects.
- Fast, disruptive and/or evolutionary nature of the research and innovation work in the digital media sector.
- Horizon 2020 Programme preparatory work, evolution in terms of new constituency through a new technological approach significantly shifted towards innovative next generation web-based applications and services (Digital Agenda for Europe<sup>1</sup>, Action 54).

### Horizon 2020 preparations:

New focus of the networked digital media area towards **innovation**, taking into account the development of a new generation of internet-based applications and services with an expected impact in several domains of the web economy, notably in relation to the Smart Cities initiative.

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<sup>1</sup> [http://ec.europa.eu/information\\_society/digital-agenda/index\\_en.htm](http://ec.europa.eu/information_society/digital-agenda/index_en.htm)

Leverage the high potential of increased SME/entrepreneurs participation and for downstream innovation spin-offs.

In view of the **innovation** drive of Horizon 2020, it is proposed to foster the clustering of numerous digital media "poles of excellence" that have appeared in Europe. In this context, support must be provided to road-mapping and building bridges from research towards innovation.

Synergies with the **FI-PPP initiative**<sup>2</sup> must be further developed. It is well known that one of the main drivers of the Future Internet is the demanding capacity and data speed requirements placed upon the current Internet by **Connected and Social Media**.

Whilst our society becomes more densely connected, new economic sectors will spring up relying on the innovation wave triggered by a new generation of internet-based applications and services.

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<sup>2</sup> Future Internet portal: <http://www.future-internet.eu/>