ICT-20-2017
Tools for smart digital content in the creative industries

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Overview

- Europe's Creative Industries and how the EU supports them
- Digital content in the ICT Work Programme 2016-2017 & Call for proposals
- Ongoing H2020 projects in the field
Europe's Creative Industries

- 7.7 mio jobs
- 2.2 mio companies of which 85% SMEs
- € 625 billion revenue; 4% of GDP
President Juncker’s mission letter for the Commissioner for Digital Economy and Society (2014)

"supporting the development of creative industries and of a successful European media and content industry able to reach out to new audiences, adapt to the digital era and thrive in the connected Digital Single Market"

"to ensure that the right conditions are set, including through copyright law, to support cultural and creative industries and exploit their potential for the economy"
# Creative Industries - SWOT

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<tr>
<th><strong>STRENGTHS</strong></th>
<th><strong>WEAKNESSES</strong></th>
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<tr>
<td>• Well established European Creative Industries</td>
<td>• Weak penetration of ICT technologies</td>
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<td>• Excellent ICT research expertise</td>
<td>• Shortage of ICT skills</td>
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<td>• Access to a wealth of cultural resources</td>
<td>• Atomised Market</td>
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<td>• Difficult access to finance</td>
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<th><strong>OPPORTUNITIES</strong></th>
<th><strong>THREATS</strong></th>
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<td>• Rising demand for digital content</td>
<td>• Growing competition from emerging markets</td>
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<td>• New business models</td>
<td>• Inconsistent copyright system</td>
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<td>• Cross cutting technologies</td>
<td>• Distribution chains mostly</td>
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<td>• Wide ICT deployment</td>
<td>• non-EU</td>
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EU Action

Legislation
- Copyright reform
- Audio Visual Media Services Directive

Coordination
- NEM
- Creative Europe (Culture, MEDIA)
- COSME

Funding
- Content creation and distribution: Creative Europe (MEDIA)
- Research and Innovation: H2020 (ICT Programme)
- Support to SMEs: Creative Europe (Guarantee Facility), H2020 (SME Instrument)
Objectives related to the Creative Industries

Improve competitiveness of European creative industries through

- **Stimulating the development and deployment of innovative ICT solutions**
- **Enhancing creativity as a key skill**

4 Calls for proposals launched in H2020 – EU contribution ca. € 68 mio
Trends

• Content industry is rapidly evolving and expanding globally, driven by
  – mobile devices
  – ubiquity of internet access
• Growing demand for high-quality digital content
• Demand to consume content anywhere, at any time and on any device
• Tensions between increased access and a sustainable economic value chain
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Stakeholder consultation 2014

Issues
• Producing the basic version of content is time-consuming and costly
• There is no easy possibility of creating multiple versions of content
• Content is mostly static, not sufficiently adapting to user preferences

Opportunities
• Developments in ICT offer potential for faster and more automatic generation of content
• "Smart content" offers enhanced experience => more engaged users
• Cost savings and additional revenues for content producers
Challenge

• making content "smarter" thanks to new and emerging technologies

• maximising the potential for re-use and re-purposing of all types of digital content,

for instance,
- usable in different contexts and technical environments
- dynamically adapting to users
- ...
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Proposals should

• clearly specify which sector(s) of the Creative Industries are being addressed

• demonstrate significant progress beyond the state of the art in digital content production and management

• focus on technologies for the production of new content or for the enhancement and (re-)use of already existing digital content
Digital content

- Can be of any type (text, video, games...)
- NB: production or acquisition of the content itself cannot be funded

Consortia

- should include representatives from the targeted Creative Industries with a leading role in the design of solutions and their validation
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Expected results

• Technologies with market readiness between "validated in lab conditions" and "demonstrated in industrially relevant environments" (TRL 4-5)
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Expected impact

• *Increase the potential for re-purposing and re-use of digital content in order to diversify the market and improve ROI for producers*

• *Improve technologies for digital content production and management*

• *Reduce costs for the production of enhanced digital content*

Proposals should provide concrete individual impact statements including clear qualitative and quantitative objectives and success indicators.
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Keydata

- **Type of Action**: "Research & Innovation"
- **Indicative budget**: € 17 mio
- **Suggested funding per project**: € 2-4 mio (100%)
- **Suggested project duration**: 24-36 months
- **Planned Call opening date**: 8 December 2016
- **Planned Call closing date**: 25 April 2017
- **Projects start**: around January 2018
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Call page in Participant Portal

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Ongoing "Creative Industries" projects

- **Call 1 projects (15)**

- **Call 2 projects (7)**
Ongoing "Creative Industries" projects

- **Call 3 projects (14)**
  "Innovation Actions" to support technology transfer; start November 2016-January 2017, EU-funding: € 14 mio.
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Digital Content in ongoing projects

Technologies for content production

- Film and documentary production, post-production and distribution
- Creation of e-Books (transforming existing literature and new ones)
- Immersive and engaging participatory modes of music production
- Software and hardware solution to ease the production, post-production and distribution of 3D audio content
- Creation of virtual and mixed reality content (3D acquisition, storyboarding...)

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Digital Content in ongoing projects

Content Management

- **Web-based content management and publishing platform with functionalities for making social media part of the content**
- **Capturing, mixing, monitoring, storing, archiving, playing out, distributing and rendering object-based audio**
- **Tools for automatic annotation and editorial support for multimedia content; automated extraction of metadata; quality analysis of media content and automatic tools for reducing or repairing quality impairments**
- **Easier access to information about rights and licenses**
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Thank you and ...