

**ICT-20-2017**

**Tools for smart digital content in the  
creative industries**

**HORIZON 2020**

The background features a large, glowing blue globe of the Earth. In the center, a smaller, more detailed globe is positioned, appearing to be a lens or a window into the future. Radiating light beams emanate from behind this central globe, creating a sense of depth and forward motion. The overall color palette is dominated by various shades of blue, from deep navy to bright, ethereal light blues.

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**Luxembourg, 17 November 2016**

# 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

# Creative Industries



# EU Policy

***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

## **STRENGTHS**

- *Well established European Creative Industries*
- *Excellent ICT research expertise*
- *Access to a wealth of cultural resources*

## **WEAKNESSES**

- *Weak penetration of ICT technologies*
- *Shortage of ICT skills*
- *Atomised Market*
- *Difficult access to finance*

## **OPPORTUNITIES**

- *Rising demand for digital content*
- *New business models*
- *Cross cutting technologies*
- *Wide ICT deployment*

## **THREATS**

- *Growing competition from emerging markets*
- *Inconsistent copyright system*
- *Distribution chains mostly non-EU*

# 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)*

# DG CONNECT/G.2

## "Data Applications and Creativity"

### *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*



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## **"Content is King"**

### *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*

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**Workprogramme 2016/17**

## 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*

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## 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

<http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/ict-20-2017.html>

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## Ongoing "Creative Industries" projects

- **Call 1 projects (15)**

*"Innovation Actions" to support technology transfer to the creative industries; started January-February 2015, EU-funding: € 14 mio.*

<https://ec.europa.eu/digital-single-market/en/news/h2020-innovation-actions-supporting-creative-industries>

- **Call 2 projects (7)**

*"Research and Innovation Actions" to support creative processes in the creative industries, started spring 2016, € 23 mio.*

<https://ec.europa.eu/digital-single-market/en/news/new-projects-supporting-creative-industries>



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## Ongoing "Creative Industries" projects

- **Call 3 projects (14)**

*"Innovation Actions" to support technology transfer; start November 2016-January 2017, EU-funding: € 14 mio.*

<https://ec.europa.eu/digital-single-market/news-redirect/50073>

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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 ...*



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