

# ICT-28-2018: Future Hyper-connected Sociality



*HORIZON2020 WP 2018-20  
-- new topic --*

Facebook has more  
active users than any  
population in the  
world



**Facebook (2 Billion)**



**China (1.387 Billion)**



**India (1.340 Billion)**



**Whatsapp (1.2 Billion)**



**Youtube (+1 Billion)**



**Tencent (877.1 Million)**



**Instagram (+700 Million)**



**Tumblr (550 Million)**



**E.U (508 Million)**



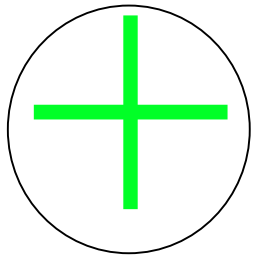
**LinkedIn (+500 Million)**

# Europe is 4th largest internet-based Social Media user population in the world

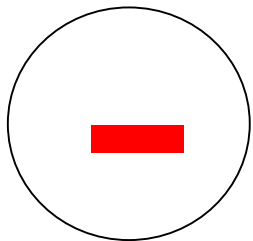
Percentage by region in comparison to its total population



# Situation in Europe



- ┌ EU talents in deep tech: AI, VR, IoT, crypto centers, blockchains, decentralised and embedded systems, IoT, and video gaming
- ┌ Specialised Social media platforms for video and music (e.g. Spotify, Viadeo, Skyrock.com), and professional / academia (e.g Xing, etwinning)



- ┌ no large scale European-based Social Media & Networks

# Specific Challenge & Scope for ICT-28-2018

- ┌ Foundation for next generation Social Media platforms towards a "Global Social Sphere", based on peer-to-peer/decentralised, community approaches and free/open source principles, and integrating new technologies
- ┌ Positive vision as to the role of Social Media & Networks
- ┌ Provide measures against fake news and stimulate trust
  
- ┌ Enhance the role of prosumers, communities and small businesses
- ┌ Contribute to overcome the current accumulation of power by central intermediaries

## ICT-28-2018 – four subtopics, 21 MEUR

- ┌ **Trustful and Secure Data Ecosystem for SM Media (IA) – 10 MEUR**
  - a) Content verification
  - b) Secure Data Ecosystem
- ┌ **c) Support of new SM initiatives (RIA) – 10 MEUR**
- ┌ **d) Support of SM ecosystem community building (CSA) – 1 MEUR**
- ┌ Contribution from the EU of maximum 2,5 MEUR for subtopic a), 5 MEUR for subtopics b) and c) and 1 MEUR for subtopic d). This does not preclude submission and selection of proposals requesting other amounts.
- ┌ At least one proposal will be selected for subtopics a) and b). Proposals should clearly state which subtopic they address

# Trustful and Secure Data Ecosystem for Social Media (IA)

## a) Content verification

- ┌ Development of intermediary-free solutions addressing information veracity for Social Media
- ┌ Develop pilot solutions with a large existing community of citizens, and consortia may include inter alia partners from media, social media, distributed architectures, security and blockchain developers
- ┌ Allow mastering better the complexity for users of Social Media through a Digital Companion component
- ┌ Cooperate for setting-up the basis of an observatory as described in subtopic d)

# Trustful and Secure Data Ecosystem for Social Media (IA)

## **b) Secure Data Ecosystem**

- ┌ Creation of media and social media data business and innovation ecosystem
- ┌ Ensure privacy, secure sharing and fair trade of federated media relevant data produced by media, social media and operators from other industrial sectors across Europe
- ┌ Involve non-media sectors is considered critical to achieve volume
- ┌ Address the necessary technical, organisational, legal and commercial aspects
- ┌ Develop pilots to demonstrate the potential and sustainability of the federated data solution
- ┌ This action is to be followed up in the Big Data Innovation Hubs, planned for 2020, with a subtopic aiming at incubating ideas for data driven services and tools able to improve the media value chain.



## **c) Support of new Social Media initiatives (RIA)**

- ┌ Transition to peer-to-peer federated social networks based on smart decentralised architectures; open decentralised platform enabling the development of innovative services
- ┌ Multidisciplinary and cross-sectorial consortia (technologists, sociologists, artists,...), including inter alia academic and industry partners focussing on web media, platform and application development
- ┌ Research and innovation on open API, interface design, content production, consumer/prosumer business models, open management and portability of profiles, gaming and art aspects
- ┌ Consider aspects of a “Social Networks of Objects”, integrating latest European advancements on smart objects, big data, autonomous systems, real-time geolocation and augmented/virtual reality
- ┌ Proposals should include demonstrations and validation

## **d) Support of Social Media ecosystem community building (CSA)**

- ┌ Include different Social Media actors such as developers, designers, users of all ages, artists, entrepreneurs, researchers, at European and national level, also linking to important international initiatives
- ┌ Include a dynamic app-based tool for community-mapping and an analysis of a future hyper-connected society, considering societal, economic, educational, legal and community-based self-regulation aspects.
- ┌ Establish with subtopic a) the basis for an observatory on information veracity and best Social Media practices

# Criteria for evaluation – RIA/IA (main)

## ┌ Excellence

- ┌ Clarity and pertinence of the objectives
- ┌ Soundness of the concept
  - ┌ contribute to the understanding of information cascades and information sources (subtopic a)
  - ┌ address necessary technical, organisational, legal and commercial aspects (subtopic b)
- ┌ Ambitious, innovation potential, and beyond the state of the art
  - ┌ Digital Companion component, blockchain technologies (subtopic a)
  - ┌ consider aspects of “Social Networks of Objects” (subtopic c)

## ┌ Impact

- ┌ Expected impacts listed in the work programme
  - ┌ pilot solutions with a large existing community of citizens (subtopic a)
  - ┌ open decentralised platform enabling the development of innovative services (subtopic c)
- ┌ Enhancing innovation capacity and integration of new knowledge
- ┌ Strengthening the competitiveness and growth
- ┌ Any other environmental and socially important impacts
- ┌ Exploitation and dissemination of project results

## ┌ Quality and efficiency of the implementation

- ┌ Coherence and effectiveness of the work plan (tasks, resources)
- ┌ Complementarity of the participants within the consortium
  - ┌ involvement of non-media sectors (subtopic b)
  - ┌ multidisciplinary and cross-sectorial consortia (subtopic c)
- ┌ Appropriateness of the management structures and procedures

# Criteria for evaluation – CSA (main)

## ┌ Excellence

- ┌ Clarity and pertinence of the objectives
- ┌ Soundness of the concept
- ┌ Quality of the proposed coordination and/or support measures

## ┌ Impact

- ┌ Expected impacts listed in the work programme
- ┌ Exploitation and dissemination of project results
- ┌ Communication

## ┌ Quality and efficiency of the implementation

- ┌ Coherence and effectiveness of the work plan (tasks, resources)
- ┌ Complementarity of the participants within the consortium
  - ┌ **broad range of Social Media actors (subtopic d)**
- ┌ Appropriateness of the management structures and procedures

# Expected impact

- ┌ Increased trust and improved governance and value for Social Media and Media
- ┌ New federated Social Media platforms and innovative media data driven services
- ┌ Societal change towards digital literacy and citizen participation

## Additional / background information

- ┌ Tackling fake news together with stakeholders is now an important topic for DG Connect, following President Juncker's letter of intent of 13/09/2017
  - ┌ High Level Group (HLG), public consultation, multi-stakeholder Conference, workshop with Member States, followed by a Communication
- ┌ Link to Next Generation Internet is important

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