

ICT work programme 2014-2015

ICT 19

Technologies for creative industries, social media and convergence

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Technologies for creative industries, social media and convergence

Rationale

- **As the consumption of content happens nowadays anywhere, anytime and on any device, the European industries need exploring new ways of creating and accessing content to remain competitive.**

Objective

- **Foster new or emerging technologies for digital content creation and to unlock complex information and media and interacting with them.**

Call Deadline: 14 April 2015

Actions:

ICT19.a Research & Innovation actions: 18 EUR million
Technologies and tools to support creative industries in the creative process from idea conception to production.

ICT19.b Innovation actions: 21 EUR million
Facilitate convergence and integration between broadcasting

ICT 19.c Coordination and Support Actions 2 EUR million
on Convergence and Social Media

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ICT 19 – 2015 – Call 2 a) R&I actions

a) Research and Innovation Actions

Small project proposals are expected (2-4 M€ funding)

Research in new technologies **and** tools to support creative industries in the creative process from idea conception to production.

The tools should explore the potential of technology to **enhance the human creative process from the expression of ideas to experiment solutions.**

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ICT 19 – 2015 – Call 2 a) R&I actions

a) Research and Innovation Actions

Target:

- Enhance the human creative process from the expression of ideas to experiment solutions.

Focus on:

- improve the understanding **and** support
... the dynamics of collaboration **and** user-community interaction.

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ICT 19 – 2015 – Call 2 a) R&I actions

a) Research and Innovation Actions

Requirements:

- cost effective
- Intuitive
- demonstrated in real-life environments relevant for the creative industries
(such as advertising, architecture, arts, design, fashion, films, music, publishing, video games, TV and radio)

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ICT 19 – 2015 – Call 2 b) Innovation actions

b) Innovation Actions

Small project proposals are expected (2-4 M€ funding)

Target:

Facilitate convergence and integration between broadcasting, broadband Internet-based services, audio-visual and social media

Tools: *(Demonstration of the viability of new technologies and validation of innovative solutions through..)*

- large scale demonstrations or
- Pilots
- testing of use cases

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ICT 19 – 2015 – Call 2 b) Innovation actions

b) Innovation Actions

Focus on:

Multimodal and multidisciplinary approaches for searching technologies answering to the new demands

from the content side

(3D, user-generated, real-time media, social media,...)

and from the user context

(context-centric, semantic, relevant community feed-back,...).

This also includes new forms of experiencing environments (immersive, surrounding, multisensory and interactive, in any device, always connected).

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ICT 19 – 2015 – Call 2 b) Innovation actions

b) Innovation Actions

Impact:

Development of new services as a consequence of the convergence of broadband, broadcast and social media.

Further development of user experience in immersive environments and social media, especially in any device and mobile environments.

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ICT 19 – 2015 – Call 2 c) CSA actions

c) Coordination and Support Actions

Part 1:

Facilitate research and policy exchange *in Convergence and Social Media*:

- increased awareness of latest technological developments and research results among policy stakeholders
- increased awareness of current and future policy and regulatory framework among researchers.



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ICT 19 – 2015 – Call 2 c) CSA actions

c) Coordination and Support Actions

Part 2: *in Convergence and Social Media*

- Support R&D programmes/activities
- Dissemination of results
- Organisation of scientific and/or policy events.
- Analysis and development of research agendas and roadmaps,
- Re-standardisation initiatives and
- Stakeholder coordination

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ICT 19 – 2015 – Call 2 c) CSA actions

c) Coordination and Support Actions

Expected Impact: *in Convergence and Social Media*

- Development of new services as a consequence of the convergence of broadband, broadcast and social media.
- Further development of user experience in immersive environments and social media, especially in any device and mobile environments.

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ICT 19 – 2015 – Call 2 c) CSA actions

Additional Info

from ICT-2013:

- Not solution looking for a problem
- Not distribution focused

Related ETP:

<http://www.nem-initiative.org/>

Thank you!

Call Deadline: 14 April 2015

How to keep in touch:

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