

Texte de l'appel

ICT 19 – 2015: Technologies for creative industries, social media and convergence

Specific Challenge: The demand is growing for high-quality content and new user experiences. At the same time, thanks to ubiquitous technology adoption, widespread use of mobile devices, broadband internet penetration and increasing computing power the consumption of content anywhere, anytime and on any device is becoming a reality. Consequently, developments related to **content creation, access, retrieval and interaction** offer a number of opportunities and challenges, also for the creative and media industries. In order to keep pace with the trends and remain competitive, those industries need to explore **new ways of creating and accessing content**. The opportunity to establish new forms of content and user engagement could be transformative to many businesses in creative and media industries.

Scope: The focus is on research, development and exploitation of **new or emerging technologies** (e.g. 3D and augmented reality technologies) for digital content creation **to support the creative and media industries** and for unlocking complex information and media and interacting with them. The topic will be addressed by the following actions:

a. Research & Innovation Actions:

Research in new technologies and tools to support creative industries in the creative process from idea conception to production. The proposed tools should explore the potential of technology to enhance the human creative process from the expression of ideas to experiment solutions. Where possible, collaboration and user-community interaction should be improved based on research leading to a deeper understanding of the dynamics of co-creative processes. The tools should be cost effective, intuitive, and be 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).

b. Innovation Actions

Demonstration of the viability of new technologies and validation of innovative solutions through large scale demonstrations, pilots or testing of use cases so as to guarantee sustainable deployment that facilitate convergence and integration between broadcasting, broadband Internet-based services, audio-visual and social media. Multimodal and multidisciplinary approaches for searching technologies responding 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).

c. Coordination and Support Actions on Convergence and Social Media

- Facilitate research and policy exchange in Convergence and Social Media: increased awareness of latest technological developments and research results among policy stakeholders and increased awareness of current and future policy and regulatory framework among researchers.
- Support R&D programmes/activities, dissemination of results and organisation of scientific and/or policy events in Convergence and Social Media. Analysis and development of research agendas and roadmaps, pre-standardisation initiatives and stakeholder coordination in Convergence and Social Media

Expected impact:

Research & Innovation Actions

- Validated novel ICT technologies and tools supporting the creation process and delivering measurable benefits for the creative industries as regards time and resource investment, and quality of output.

Innovation and Support Actions

- 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.

Types of action:

- a. Research & Innovation Actions – Proposals requesting a *Small contribution* are expected
- b. Innovation Actions – Proposals requesting a *Small contribution* are expected
- c. Coordination and Support Actions

Budget: 41M€

Compte-rendu

Cet appel traite 2 points :

1. la création de nouvelles technologies / de nouveaux outils soutenant la créativité de l'industrie créative. Ces outils doivent être simples d'utilisations, intuitifs, performants, efficace dans un environnement réel et avoir un rapport coût/efficacité compétitif.
2. Faciliter la convergence et l'intégration des acteurs diffusant du contenu.

3 types d'actions

Actions de recherche et d'innovation

-projets de petite taille entre 2 et 4 millions d'euros (durée du projet : 2 ans maximum)

-le budget alloué peut permettre de financer entre 6 et 9 projets

Action d'innovation

-projets de petite taille entre 2 et 4 millions d'euros.

-le budget alloué peut permettre de financé jusqu'à 10 projets

Actions de soutien et de coordination

-2 projets devraient être financés

a. Actions de recherche et d'innovation

De nouvelles technologies, nouveaux outils qui vont soutenir l'industrie créative dans le processus créatif (aider l'humain à devenir plus créatif).

Exemple : vous êtes devant votre ordinateur pour dessiner une chaise. Afin de vous aider dans votre processus créatif, votre ordinateur vous propose :

-des modèles de chaises, un choix différent de matériaux, la meilleure coupe pour assurer la stabilité de la chaise etc...

Les nouvelles technologies doivent aider à augmenter la créativité de l'humain dans l'expression de son idée.

Ces outils doivent être simples d'utilisations (pas besoin de 6 mois de formation pour utiliser l'outil), intuitifs, performants, efficace dans un environnement réel (des technologies utiles à l'industrie créatives). Et avoir un coût compétitif (pas besoin de 2 millions pour développer l'outil).

b. Actions d'innovation

Démontrer la viabilité de nouvelles technologies et la validation de solutions innovantes à travers des démonstrations à large échelle, des pilotes ou des tests de cas d'usage pour garantir le déploiement durable qui facilite la convergence et l'intégration entre les diffuseurs.

C'est l'activité multi-écrans. Il faut faire face aux problèmes des standards.

Activité proche du marché, intégrer des procédés existants pour en faire une nouvelle technologie.

Pouvoir proposer de nouveaux services pour les diffuseurs.

c. Actions de soutien et de coordination

2 actions

-Faciliter la recherche et l'échange pour la communauté de la convergence et des média sociaux. Il s'agit de faire une analyse de ce qui existe pour pouvoir proposer des actions futures.

-Dissémination des résultats de la recherche par l'organisation de conférences, l'analyse d'agenda de recherche des initiatives de pre-standardisation et la coordination de la communauté.

Conseil : se rapprocher de l'ETP NEM « New European Media » <http://nem-initiative.org/> pour sa roadmap sur les activités du futur dans la Créativité

REFLECTIVE-6-2015: Innovation ecosystems of digital cultural assets

Specific Challenge: The digital age has revolutionised our habits, behaviours and expectations. The utilisation of digital technologies for research in the humanities and social sciences demonstrates the need for innovation at the service of scholarship and its advancement. The shift to digital is impacting on identities and cultures and transforming the shape of the knowledge that we will transmit to future generations as well as the means by which we can interact with it. . This specific challenge responds to the growing urge **to share the wealth of cultural resources, research and knowledge in our collections** and recognises that new cultural assets are continually created. It will show **how digital cultural resources can promote creativity** and generate innovation in research design and methodology, lead to richer interpretations of the past, bring new perspectives to questions of identity and culture, and generate societal and economic benefits. Europe's vast cultural heritage can be transformed into digital assets, whose integration and reuse through research-led methods can create value for European cultural institutions and heritage, tourism and the cultural and creative industries. The objective is to enhance the analysis of cultural resources to improve our understanding of how European identity can be traced, constructed or debated, and to use those resources to foster innovation across sectors.

Scope: Support and promote access to and reuse of digital cultural heritage resources (available in scientific collections, archives, museums, libraries and cultural heritage sites) **as part of research and innovation.** Projects should enable new models and demonstrations of the analysis, interpretation and understanding of Europe's cultural and intellectual history and/or capitalising on state of the art technologies (e.g. mobile and wearable devices), **bring cultural content to new audiences in novel ways**, through the development of new environments, applications, tools, and services for digital cultural resources in scientific collections, archives, museums, libraries and cultural heritage sites. The developed technologies or services **should be generated in the context of humanities research perspectives** (identity, culture, questions of place, historical and cultural knowledge) and/or facilitate the access, reuse and exploitation of digital cultural resources meeting real user needs. They should illustrate how they allow new research questions to be formulated on the basis of cross-collaboration and/or stimulate cross-border, cross-lingual multi-disciplinary reuse of Europe's cultural heritage, enabling collaboration and partnerships and co-production of knowledge across sectors and communities of researchers and users. Proposals should demonstrate appropriate methods of re-using and repurposing digital assets, paving the way for wider exploitation of Europe's cultural resources and boosting innovation.

The Commission considers that proposals requesting a contribution from the EU between EUR 2 million and 4 million would allow this specific challenge to be addressed appropriately. Nonetheless, this does not preclude submission and selection of proposals requesting other amounts.

Expected impact: Activities under this topic will:

- stimulate new research perspectives for the humanities and social science communities, promote further the use of digital cultural heritage allowing its reinterpretation towards the development of a new shared culture in Europe.
- provide innovative and creative methods for approaching cultural assets and generate applications and services to access and exploit the rich and diverse European digital cultural heritage in a sustainable way.
- foster collaboration between those with primary expertise in the interpretation of cultural data and researchers with complementary expertise in digital and interactive frameworks.

Projects will strengthen the European capability in creating new forms of digital entertainment and engagement based on cultural heritage and will promote the use of new technologies such as new media and new modalities of access. In addition these activities will create a viable and sustainable cross-border, cross-lingual and/or cross-sector digital exploitation of European digital cultural heritage assets by putting into place new networks of researchers, scholars, ICT professionals and specialists of digital heritage.

Type of action: Innovation actions

Budget: 10 M€

Compte-rendu

Idée d'héritage culturel :

Comment pouvons-nous comprendre comment l'Europe s'est construite si on ne connaît pas l'héritage culturel européen.

Comment pouvons-nous rendre accessible l'héritage culturel à l'ensemble des citoyens ainsi qu'à la communauté des sciences humaines et sociales pour qu'elle puisse utiliser ces données.

1 type d'action

Action d'innovation

-projets de petite taille entre 2 et 4 millions d'euros.

-le budget alloué peut permettre de financé entre 3 à 5 projets

Le projet doit promouvoir de nouveaux modèles pour l'analyse, l'interprétation et la compréhension de l'histoire intellectuelle et culturelle européenne.

Et rendre ces ressources culturelles numériques/digitales accessibles et réutilisables pour les SHS (collaboration forte entre les TIC et les SHS pour mener à bien ces projets).

Mon projet doit créer des outils pour faciliter l'accès aux données digitales pour faire des analyses sociales pour comprendre d'où l'on vient.

La numérisation n'est pas financée dans le cadre de ces projets.

Conseil : se référer à Europeana.

<http://www.europeana.eu/>