

ICT-20-2017

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



HORIZON 2020

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UNIT G.2 – CREATIVITY**

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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 SoA 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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Context

- Creative Industries important for EU economy
- Growing demand for high-quality digital content

7.7 mio
jobs

2.2 mio
companies
of which
85% SMEs

€ 625
billion
revenue

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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

- *Between technologies validated in lab conditions and technologies 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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- **Type of Action: "Research & Innovation"**
- **Indicative budget: 17 Mio €**
- **Suggested funding per project: € 2-4 mio (100%)**
- **Suggested project duration: 24-36 months**
- **Planned opening date: 8 December 2016**
- **Planned deadline: 25 April 2017**
- **Projects start: around January 2018**

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Ongoing "Creative Industries" projects

- ***Call 1 projects (started 2015)***

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

- ***Call 2 projects (started 2016)***

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

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