



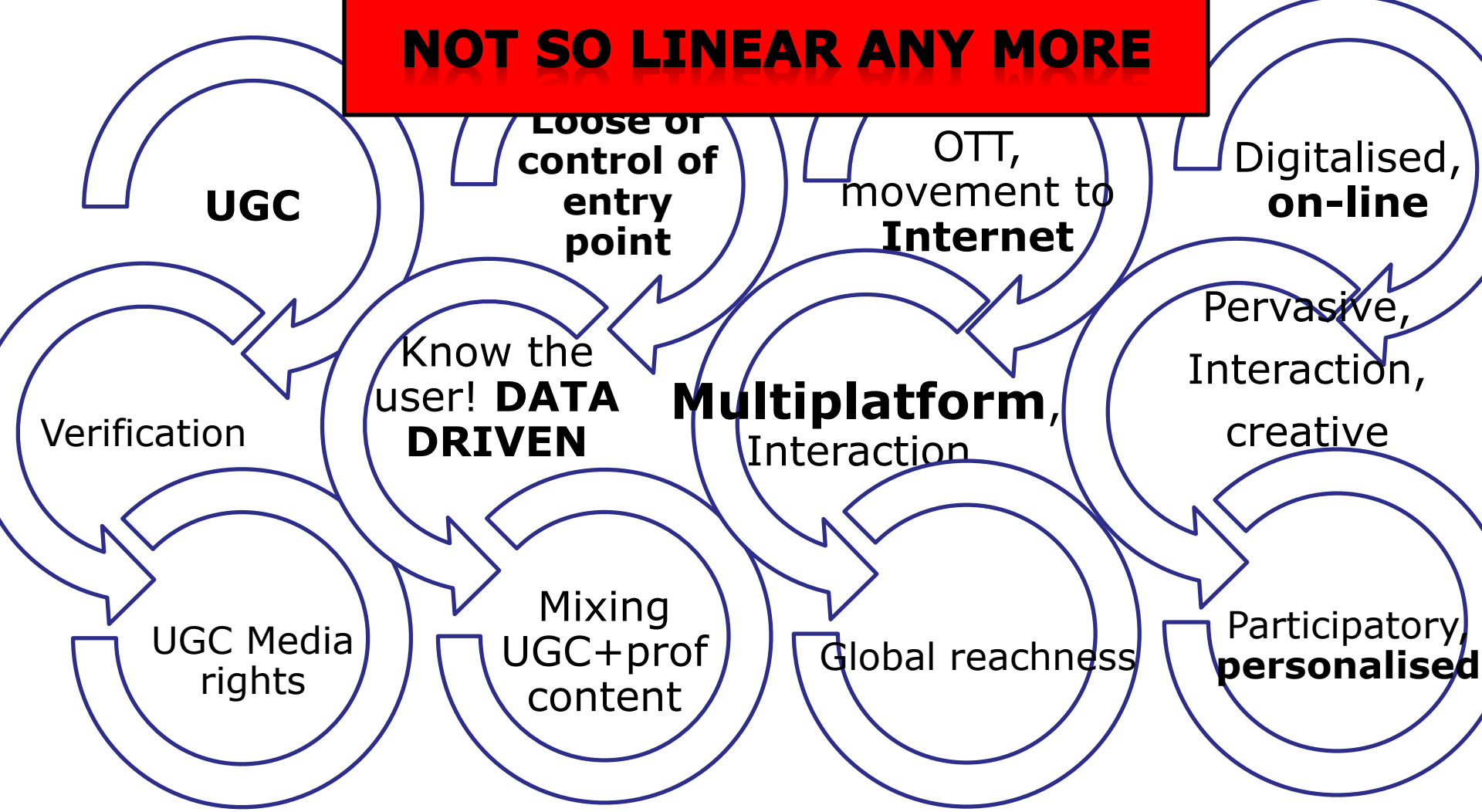
ICT WP 2016-2017

ICT-19-2017

Media and Content Convergence



NOT SO LINEAR ANY MORE



Is this a tragedy?

Well, at this moment...

- More info and data than ever to create a story
- More tools, technology and resources to tell the story
- Potential worldwide audience



ICT-19-2017

Media and Content Convergence



RATIONAL AND CHALLENGE

- Strong Europe's media sector in creating content
- Key issue: adopt new technologies and invest in innovation
- EC wants to support the Media industry in becoming even more tech driven to compete with technological-strong global (often non-Media) players.

Challenge:

- make the best use of technology for reaching out to new audiences, develop new business models, adapt to the digital era and progress in the connected Digital Single Market.

a) INNOVATION ACTIONS (i)

- **New** solutions, services, technologies **around convergence** of media sectors, media sources and services.
- **Validated** via large scale demonstrations, pilots or close-to-market prototypes
- **On (non-exhaustive list):**
 - i. Social media
 - ii. Personalised user experience
 - iii. Content interaction in a multiplatform scenario
 - iv. Content accessibility



a) INNOVATION ACTIONS (ii)

- **Impact**

- New services around convergence of broadband, broadcast and social media
- Towards a fully personalised and interactive user experience
- Increase use of ICT technologies in the Media industry
- Clear barriers for the success of the Digital Single Market



b) COORDINATION AND SUPPORT ACTION (i)

- **Addressing:**

- Increase awareness and cooperation between policy and research on Convergence and Social Media

AND

- Support on Convergence and Social Media activities (dissemination of projects' results, analysis SRIAs, stakeholder coordination, ...)

b) COORDINATION AND SUPPORT ACTION (ii)

- **Impact**

To support a sustainable European fora of stakeholders representing the evolving Media environment.

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Topic	Type	Total Budget	Suggested funding	Call opens...	Call closes...
19 a)	IA	38 M€	2-4 M€	10 May 2016	08 Nov 2016 17:00
19 b)	CSA	1 M€	1 M€	10 May 2016	08 Nov 2016 17:00

ATTENTION!!
call opens 10 May 2016
and ends 8 Nov 2016

**CHECK WP16-17:
ICT-14 and ICT-15 BIG DATA**



QUESTIONS?

CNECT-G1-RESEARCH@ec.europa.eu

The screenshot shows the 'RESEARCH & INNOVATION Participant Portal' website. At the top, there is a navigation bar with the European Commission logo and the text 'RESEARCH & INNOVATION Participant Portal'. Below this, a breadcrumb trail reads 'European Commission > Research & Innovation > Participant Portal > FAQ'. A search bar contains the text 'Search PP' and a magnifying glass icon. A dropdown menu is open under the 'SUPPORT' tab, listing various resources: 'H2020 Online Manual', 'Horizon 2020 Helpdesk', 'Enterprise Europe Network', 'National Contact Points', 'Glossary', 'FAQ' (highlighted in blue), 'IT Helpdesk', 'Other Help Services', 'Terms and Conditions', 'What's New', and 'APIs'. Below the search bar, a search result box shows '710 Results' and a search input field with the placeholder text 'Enter a keyword or a question'. To the left, there is a 'Filter by CATEGORY' section with four checkboxes: 'Participant Portal roles and access rights', 'Beneficiary registration and validation...', 'Funding opportunities, calls', and 'Proposals submission and...'. The main content area displays a 'Frequently Asked Questions' section with a welcome message and a list of questions. Two questions are visible: 'How do I update the information in the Participant Identification Code?' and 'I am the Legal Entity Appointed Representative (LEAR) of my organisation and I need to update the beneficiary register some days ago, but it seems that the information is not updated.' Each question has an 'A.' (Answer) section below it.