

ICT-20-2017

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

HORIZON 2020

The image features a large, stylized globe of the Earth in shades of blue and green, positioned at the bottom. In the center of the globe, there is a smaller, transparent globe that appears to be a digital or virtual representation of the Earth. From this central point, numerous bright blue light rays radiate outwards, creating a sense of energy and forward motion. The background is a deep, dark blue, which makes the light rays and the globes stand out prominently. The text 'HORIZON 2020' is overlaid on the image, with the 'O' in 'HORIZON' replaced by the smaller globe.

ICT 20–2017: Tools for smart digital content in the creative industries

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*
- *...*

ICT 20–2017: Tools for smart digital content in the creative industries

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*

ICT 20–2017: Tools for smart digital content in the creative industries

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

ICT 20–2017: Tools for smart digital content in the creative industries

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*

ICT 20–2017: Tools for smart digital content in the creative industries

Expected results

- *Between technologies validated in lab conditions and technologies demonstrated in industrially relevant environments (TRL 4-5)*

ICT 20–2017: Tools for smart digital content in the creative industries

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.

ICT 20–2017: Tools for smart digital content in the creative industries

- **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**

ICT 20–2017: Tools for smart digital content in the creative industries

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>