



European Commission
Information Society and Media

Networked Media

Research challenges for mastering the media revolution

A perspective from the EU

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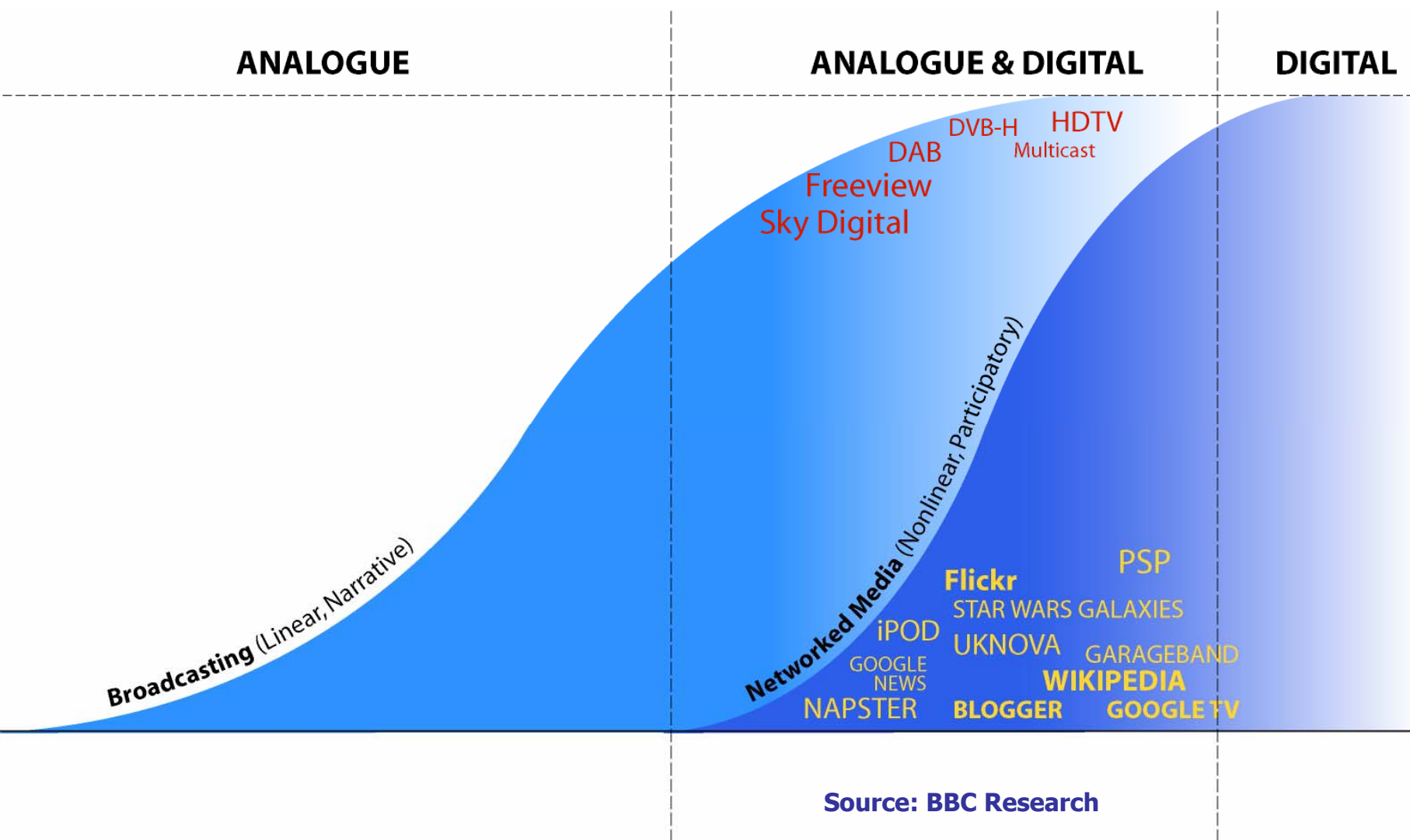
Media & Content Issues in a Convergent Environment

The Media revolution...

- **User centric media: social media, pervasive media experiences, personalised media, context aware**
- **Media on the move: an irreversible trend**
- **Omnipresence and proliferation of audio-visual content**
- **An ever increasing quality (Digital Cinema, Ultra HDTV, Computer Games...)**
- **Barriers between professional and non professional media are getting blurred**
- **Convergence of media and communications**
- **Content generation moving to the edge**

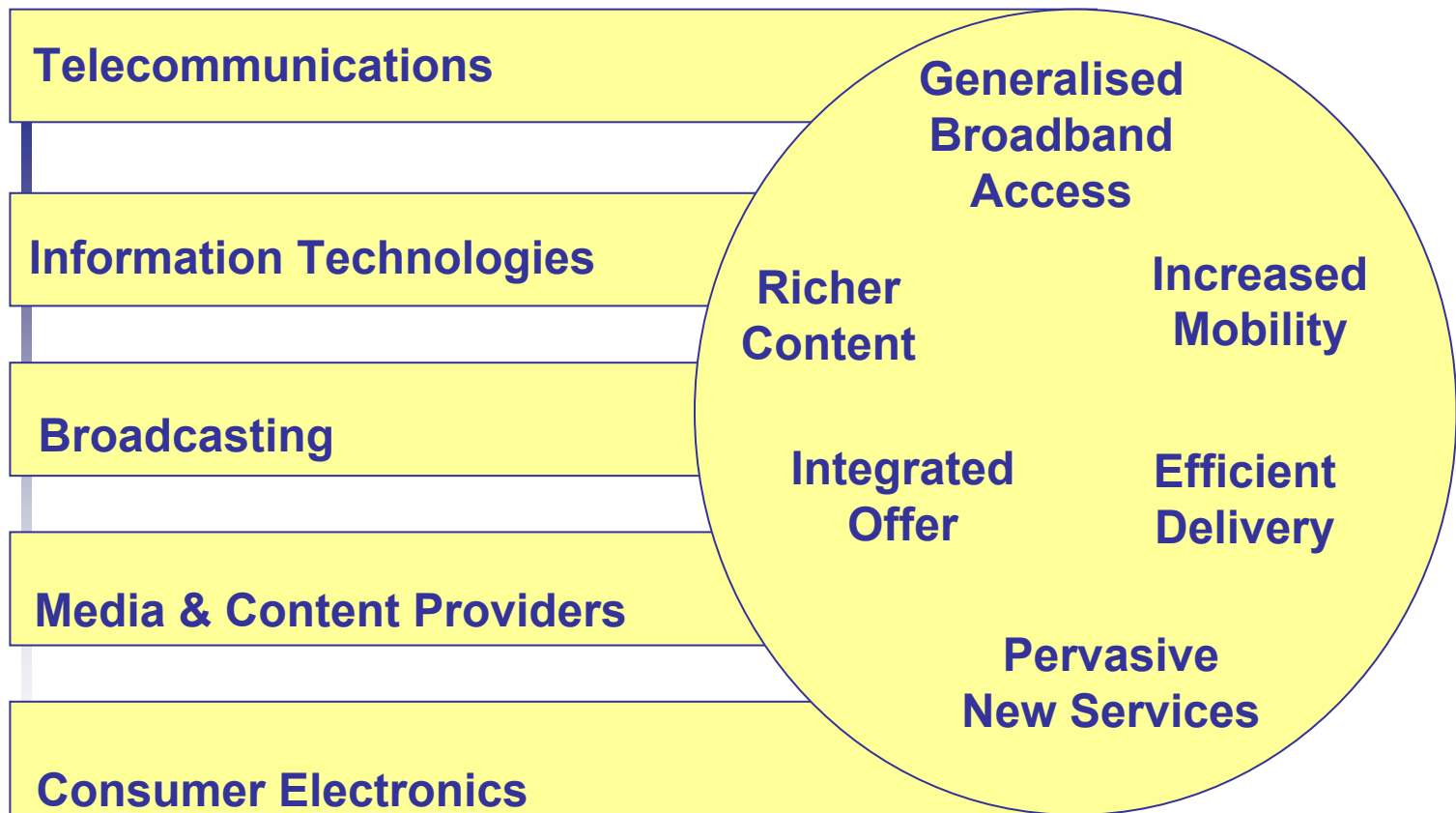


The Next Wave Of Media



The ideal world of convergence...

Key drivers: Broadband; Communicating devices; Content and bundled services; Market demand, plus ... new coordination between groups that previously did not have to interact much to succeed!!



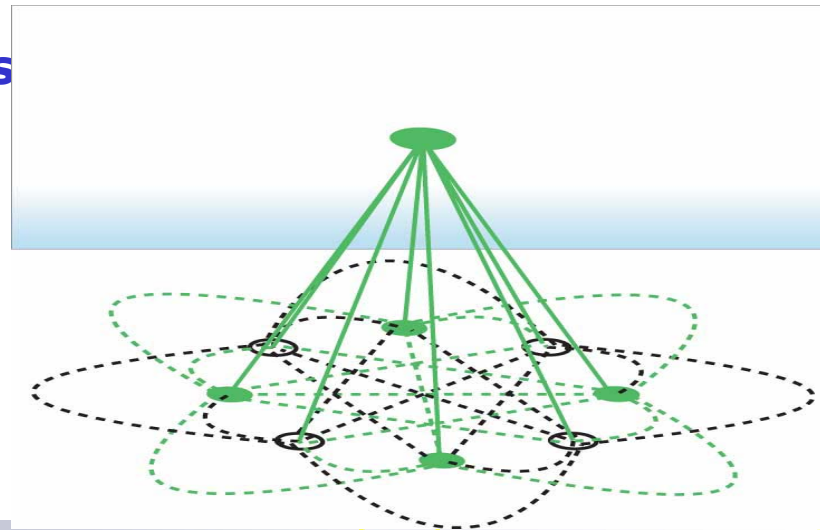
Now



The NEM Converged Future

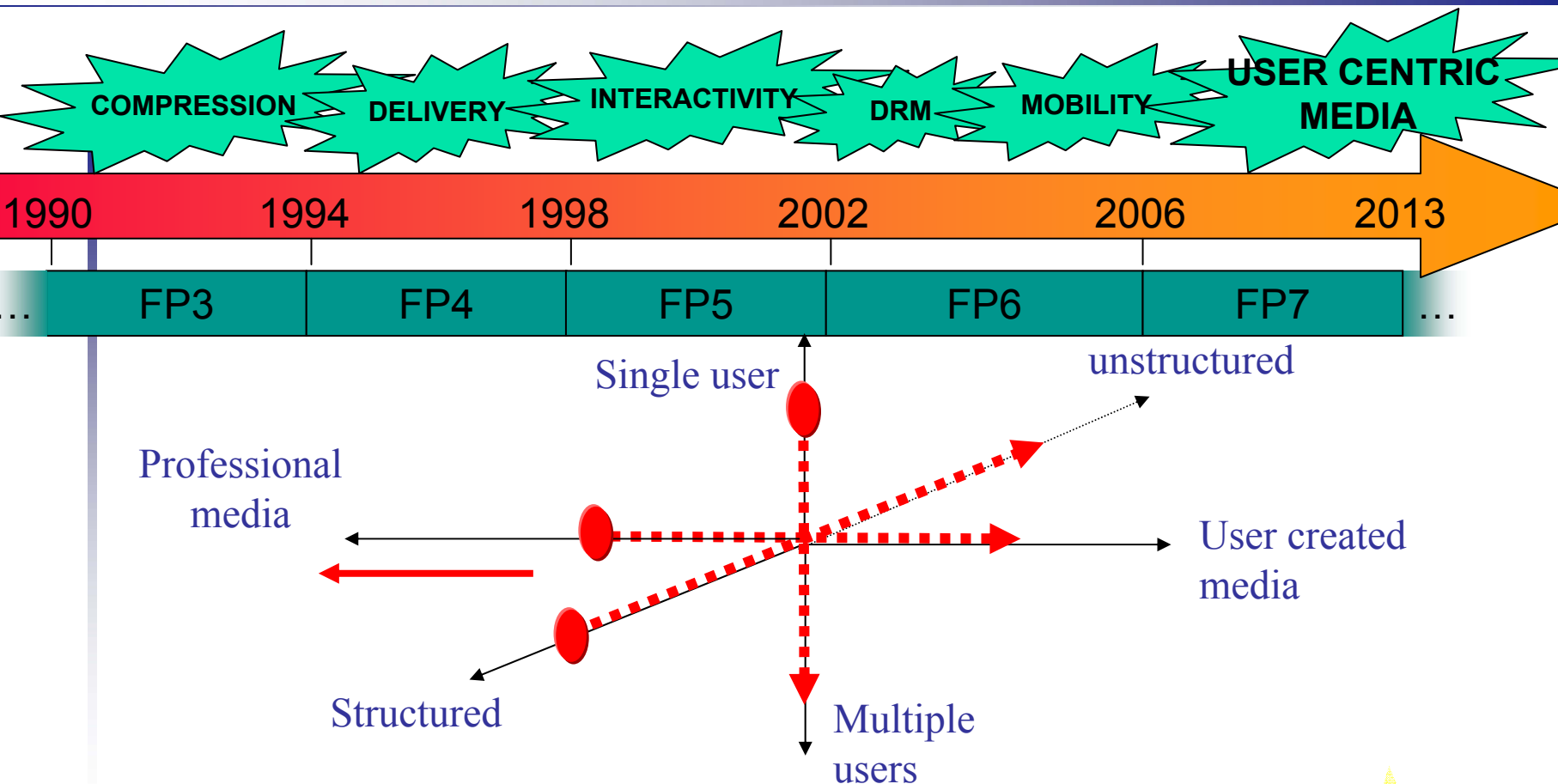
An example of Convergence: *from Mobile TV to Interactive MM services on-demand*

- Current mobile broadcasting systems focus on TV-centric services and “singular” technology implementation;
“What could be the features of a next generation?”
- Lessons learnt from OSS: working on anywhere on anything and on any network
- Lessons learnt from “podcasting”: from “one-to-many” to also “one-to-some” service; Personal on Demand; anywhere and at any time
- Lessons learnt from the P2P: Social networks; no central distribution
- Some new requirements:
 - Access to content and services
Search Engines (ubiquity, location-based, personalised, on-demand, full Internet...)
 - Cross media consumption;
 - Service discovery
 - User-centric experience;



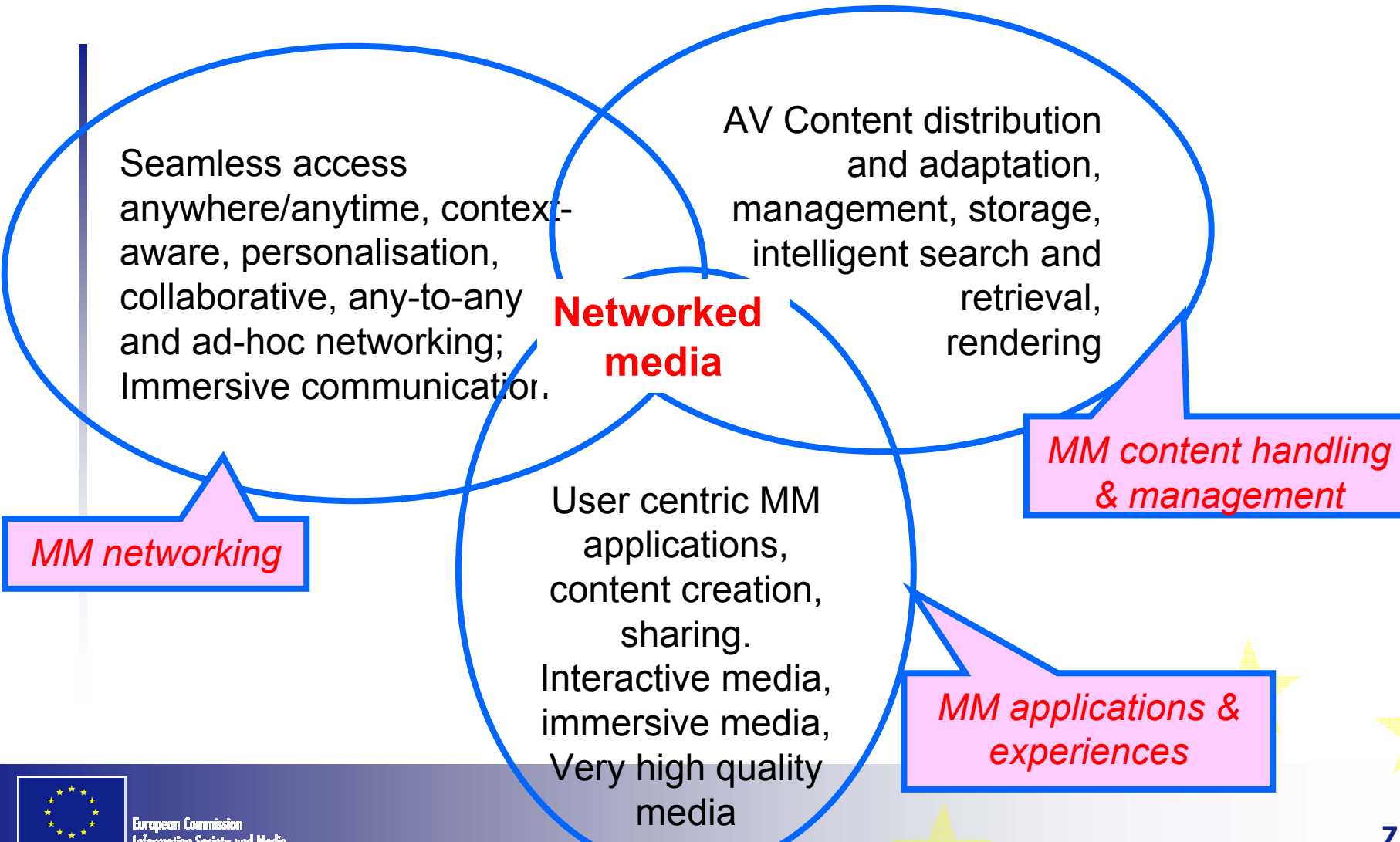
Audio Visual Technologies

EC Commitment and R&D trends



R&D shall ensure that the whole media chain is optimised for new ways of media consumption and creation

Networked Media: the ingredients



Networked Media

mastering the media revolution

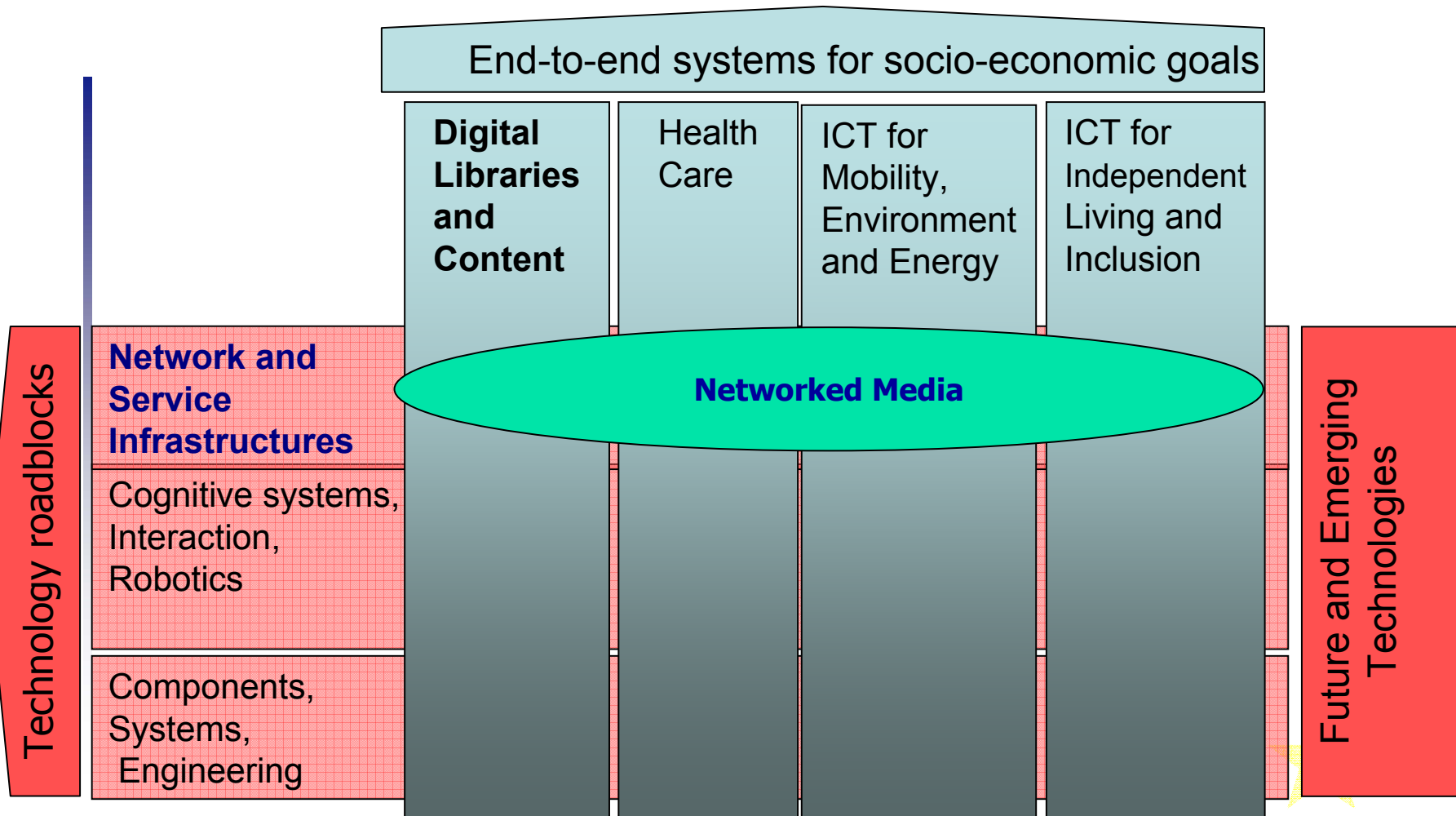
1. Interoperable multimedia network and service infrastructures
 - **Seamless, personalised and trusted experience of**
 - multimedia services and applications (for all users, locations, contexts...)
 - **Optimised distribution, delivery, sharing, storage and retrieval;**
2. End-to-end systems and application platforms
 - **for new creative forms of interactive, immersive media and experiences, mixed and augmented reality, 3D visualisation...**

EXPECTED IMPACT

- **World leadership on new generation of media technologies: intelligent, scalable, high capacity, flexible, speedy, easy to use, low cost...**
- **Wide adoption of new media consumption and production patterns**
- **New business opportunities of convergence**
- **Prominent role of EU in global standards**



FP7 ICT WP 2007-08: Challenges





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By way of conclusion

In Europe there is significant talent and know-how to deal with the challenges of the Media and Content of the future. To succeed however these resources must be pulled together. Following conditions are key:

- 1- R&D investment by the private sector needs to be substantially increased**
- 2- Greater coordination of R&D efforts, more focussed**
- 3- A more agile view of convergence is needed**
- 4- Both evolutionary and disruptive approaches are needed**
- 5- Collaboration of an increased number of actors from different sectors becomes a condition of success**
- 6- Innovation must be unleashed: putting users at the centre is the best way to try to anticipate future usages**

The EC is ready to help you to embrace these challenges and ensure Europe will lead the future Media revolution