ICT work programme 2014-2015

ICT 19

Technologies for creative industries, social media and convergence

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(thanks to Unit G.1/G.2 – Converging Media and Content/ Creativity)
Technologies for creative industries, social media and convergence

Rationale

• The consumption of content nowadays is anywhere, anytime and on any device. European industries need to explore new ways of creating and accessing content to remain competitive.

Objective

• Foster new or emerging technologies for digital content creation, unlock complex information and media; and interaction with it.
Actions:

**ICT19.a Research & Innovation actions:** 18 EUR million
*Technologies and tools to support creative industries in the creative process from idea conception to production.*

**ICT19.b Innovation actions:** 21 EUR million
*Facilitate convergence and integration between broadcasting and ...*

**ICT 19.c Coordination and Support Actions** 2 EUR million
*on Convergence and Social Media*

**Call Deadline:** 14 April 2015
Technologies for creative industries, social media and convergence

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Technologies for creative industries
ICT 19 – 2015 – Call 2 a) R&I actions

a) Research and Innovation Actions

Small project proposals are expected (2-4 M€ funding)

Research in new technologies and tools to support creative industries in the creative process from idea conception to production.

The 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.
a) Research and Innovation Actions

**Target:**

- Enhance the human creative process from the expression of ideas to experimental solutions.

**Focus on:**

- improve the understanding and support
  
  ... the dynamics of collaboration and user-community interaction.
a) Research and Innovation Actions

Requirements:

• cost effective

• Intuitive

• 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)
a) Research and Innovation Actions

Impact:

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.
Technologies for creative industries, social media and convergence

ICT 19 – 2015 – Call 2

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b) Innovation Actions

*Small project proposals are expected* (2-4 M€ funding)

**Target:**

Facilitate convergence and integration between broadcasting, broadband Internet-based services, audio-visual and social media.

Demonstration of the viability of new technologies and validation of innovative solutions through...

- large scale demonstrations or
- Pilots
- testing of use cases
b) Innovation Actions

Focus on:

Multimodal and multidisciplinary approaches for searching technologies answering 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 feedback,...).

This also includes new forms of experiencing environments (immersive, surrounding, multisensory and interactive, in any device, always connected).
b) Innovation Actions

Impact:

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.
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c) Coordination and Support Actions

Part 1:

Facilitate research and policy exchange *in Convergence and Social Media*:

- increased awareness of latest technological developments and research results among policy stakeholders
- increased awareness of current and future policy and regulatory framework among researchers.
c) Coordination and Support Actions

**Part 2: in Convergence and Social Media**

- 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.
Technologies for creative industries
ICT 19 – 2015 – Call 2 c) CSA actions

Additional Info

tips and hints from ICT-2013:

- Not solutions looking for a problem
- Not distribution focused

Related ETP: http://www.nem-initiative.org/
INFO day ICT-19

- Monday, **29 September 2014**, from 09:30 to 16:00
- Albert Borschette Centre, European Commission
  Room CCAB – 0D, Rue Froissart 36, 1040 Brussels, Belgium

- Registration closed on 19 September. Time Lords only need apply. Humans check the website
Thank you!

How to keep in touch:

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