

DIGITAL EUROPE PROGRAMME

Data space for media (deployment)

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DEP - Data for EU



DATA SPACE FOR MEDIA

Background

- Key element of the Media and Audiovisual Action Plan
“Europe’s Media in the Digital decade: An Action Plan to Support recovery and Transformation COM(2020) 784

Action 4: foster innovation through the creation of a media data space to ***encourage and support media companies in sharing data and developing innovative solutions and encouraging new models***

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Detailed objectives:

- Stimulate **a data-based cooperation** among media companies to regain competitiveness of the European media sector
- Boost the **use of data for innovative** content (entertainment, education and news), and for innovative production and distribution
- Generate **additional value and open new markets** for the media industry (by involving companies from CCI, retail, automotive and other industrial sectors)
- Create **synergies** with the European Digital Media Observatory (for content distribution and findability)
- Strengthen **citizens' participation** in the public sphere

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SCOPE (1/2)

The stakeholder community (list non exhaustive)

European publishers, broadcasters, radios, advertising companies, media SMEs, technology providers, content and tech start-ups, content creators, producers and distributors, etc.

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SCOPE (2/2)

- **Data** : content, user consumption and audience data, 3D animation models, or production meta-data
- **Infrastructure** – combined with **governance** mechanisms > secure **interoperability** and an easy, cross-border access to key datasets
- Infrastructure - **innovative solutions, tools and models** for the whole **value chain**, and through new cross-EU platforms for quality content
- to provide a **sandbox environment and interface services** for pilots and innovative media services developed through other EU initiatives (e.g. H2020, HE).

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Deliverables and outcomes

- An advanced and shared **infrastructure** hosted in cloud spaces - securely stored data
- Solutions for **media data transaction** preserving data ownership
- Tools for **data analytics** and services for financial transactions
- Services for **XR content creation** (including AI elements)
- Tools to increase **findability of media content** across borders (larger audiences, multiple languages) - better understand sentiments and perspective of other Europeans.
- DS to **enhance Europe's digital autonomy** and strengthen forms of citizens' participation in the public sphere.



DATA SPACE FOR MEDIA

**Type of action:
SME support grant
(75% co-funding SMEs)**

**Indicative budget:
8 mil Euro**

**Indicative time of call
opening:

third call
(date to be confirmed)**

**Indicative duration:

36 months**



THANK YOU

<https://digital-strategy.ec.europa.eu/en/activities/digital-programme>

<https://digital-strategy.ec.europa.eu/en/policies/media-and-audiovisual-action-plan>