DIGITAL EUROPE PROGRAMME

Data space for media (deployment)

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Brokering event
DEP - Data for EU
Background


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.
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 CCIs, 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
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.
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).
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.
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
