



**2010 NEM Summit**  
*Towards Future Media Internet*  
13-15 Oct. 2010 - Barcelona, Spain



**Call for paper proposal**  
**May 18th, 2010**

**2010 NEM Summit “Towards Future Media Internet”**  
**14-15 October 2010 in Barcelona, Spain**  
**– Call for Papers –**

The Networked & Electronic Media Technology Platform (NEM), under the aegis of the European Commission (DG INFSO), will organize its third NEM Summit ([www.nem-summit.eu](http://www.nem-summit.eu)) on October 14-15th, 2010 in Barcelona.

**A new NEM summit format :**

NEM, the Networked & Electronic Media Technology Platform, is evolving to address the challenges of the Future Internet, with the ambition to drive the fast-paced evolution of networked and electronic media industry. High bandwidth and CPU availability (both at home and on mobile devices) opens the way to high quality and immersive media and content consumption. The amount and diversity of data that will be accessible through network connections are also increasing with (among other) home automation, smart grid, assistive technologies, and sensors.

NEM is strategically positioned to address these challenges. It is committed to helping our industry practitioners and researchers to drive the future of media and content consumption. In such a context, we have decided to make the 2010 NEM summit a very special and different event.

We have located this year's summit in a young, dynamic and innovative European city - Barcelona. Barcelona is central, easy to reach, and home to a large community of researchers and engineers interested in networked electronic media. We have also changed the format of the summit to make it more interactive, and give more space to discussions and cross-fertilization. The summit will start with a plenary session where senior industry and EU leaders will present their view on the NEM industry landscape, and its challenges. It will be followed by four parallel tracks covering the technical, economic and societal aspects of networked media and services. We are also proud to announce the first **electronic art contest** where we will present an award to the piece of art that makes the most innovative use of networks and media.

This “Towards the Future Media Internet” event will feature a cutting edge exhibition to showcase and stimulate discussions of the latest findings and trends of R&D for the networked & electronic media area. After the success of the previous editions, the 2010 NEM Summit is expected to gather several hundred representatives from the networked and electronic media area in Europe and worldwide, including corporations, SMEs and start-ups, research centres and institutions, industry associations and groups, and standardization bodies. It will be a key opportunity for all stakeholders to share experience and research results, identify future trends, and discuss opportunities for research collaboration (including under the ICT theme of FP7).

The date of the NEM summit, namely October 14-15, has been scheduled to coincide with the launch of the FP7 ICT Work Programme 2011-2012, which contains a new series of call for proposals addressing NEM-related R&D topics. It will be a last rendezvous before the Future Internet Public Private Partnership call deadline. The NEM summit will offer the perfect opportunity to meet partners and make final proposal preparations.



### **Call for papers :**

We invite all stakeholders of networked and electronic media to submit scientific, technical as well as business-oriented papers to the NEM tracks. A detailed description of each track is given below. Papers should be 4 to 6 pages long (two column 10pts format), and present new or original ideas in the area of networked and electronic media. Papers describing on-going work are preferred. The NEM summit organisers will not retain the copyright of the submissions; therefore, authors can feel free to submit work that they intend to publish later.

Papers should address the subject matter of one of the four tracks. They will be subject to peer review. The summit programme will also feature invited speakers and panels. Full details of the programme will be published closer to the event. .

Important dates are:

- Paper submission deadline: 21 July 2010
- Notification of acceptance: 15 August 2010
- Final papers due 15 September 2010

Paper template and access to the submission tool, as well as further information about NEM Summit 2010, are available at the Summit website ([www.nem-summit.eu](http://www.nem-summit.eu)) and NEM Initiative website ([www.nem-initiative.org](http://www.nem-initiative.org)), including details of each NEM track.

### **The 4 NEM tracks :**

#### **Green NEM**

*Track Chairs: Vijay Erramilli (Telefonica Research, [vijay@tid.es](mailto:vijay@tid.es)), Fabio Picconi (Technicolor, [Fabio.picconi@technicolor.com](mailto:Fabio.picconi@technicolor.com))*

The widescale proliferation of computing and communication infrastructure around the world has led to an increase in energy consumption in home, enterprise and data center environments. Energy consumed by the communication infrastructure can be high and works to address these concerns have involved researchers and industry alike. In addition, communication infrastructure can help reduce energy consumption in other domains like utility networks via ideas like smart grids, and transportation systems.

Green Networking track at NEM 2010 is designed to be a venue to bring together researchers and practitioners to discuss various problems and solutions in this domain.

Topics of interest include, but are not limited to:

- Power measurements and data from empirical studies of computer and communication infrastructure
- Techniques for measuring or estimating power consumption of computer and communication infrastructure
- Techniques for reducing power consumption in data center, enterprise and home environments
- Hardware and architectural support for reducing power consumption
- Green network design for high density data centers and cloud computing
- Methods that focus on computing and communication systems as key components for reducing the power footprint in other environments such as smart grids and smart transportation systems
- Application of networking technologies and principles for greening services and utilities affecting our daily life



## Content Delivery

*Track Chairs: Chris Chambers (BBC R&D, Chris.Chambers@bbc.co.uk), Stefan Arbanowski (Fraunhofer FOKUS Research Institute, stefan.arbanowski@fokus.fraunhofer.de)*

This NEM track will focus on the efficient delivery of media to consumers both in the home as well as on mobile platforms. Issues for consideration include the use of local storage either in a stand alone mode or as a part of a bigger cloud, how content is discovered, how metadata is attached to content and how does this evolve and improve in quality and quantity to aid the user experience. One of the areas of particular interest is the interaction of mobile devices with home networking and the integration of potential services between these delivery platforms along with how the whole delivery process is managed.

Example technologies and topics that could be addressed are in the subject area of media content delivery:

- Content delivery to home networks
- Extended home networking to personal mobile devices and vehicles
- Content delivery to mobile platforms
- Cloud storage and computing
- Publishing and cataloguing media for consumers
- Managing wireless content delivery platforms in the home
- Ubiquitous content delivery services
- Multi-device cross-platform services
- Content mobility
- Content synchronisation
- Managed P2P services
- Delivery of interactive content

Papers submitted are not restricted to the topics listed above but should address issues directly related to content delivery if they are to be considered by the panel for inclusion in the workshop.

## User Centric Content Technologies

*Track Chairs: Nozha Boujemaa (Inria, Nozha.BOUJEMAA@inria.fr), Alex Jaimes (Yahoo! Research, a.jaimes.larrarte@gmail.com), Jovanka Adzic (Telecom Italia, jovanka.adzic@telecomitalia.it)*

Distributed Multimedia Content will be plentiful all over the Future Internet. This NEM track will address innovative User-Centric Content technologies and services. The community is facing several challenges to enhance multimedia content generation, mining and presentation technologies toward intuitive user content consumption in real time. Resource heterogeneity related to diversity of connected devices, information sources, infrastructures, users' communities, context and mobility are bottlenecks that need to be addressed since they impact the way content is coded, delivered, and shared in the Future Media Internet.

The quality of experience and usability of services are crucial issues that strongly impact the success of new services and new content. Immersive and smart user interfaces together with the ability to offer content to users taking their context into account will be critical factors for the success of Future Media Internet Services. In this NEM track, enabling factors for the deployment of such technologies and innovative services will be addressed.

In particular, this workshop will target advanced implementations and experiences toward applying research results to real-life situations, in any of the following example areas or in other application domains where content management and mining are important: Government, Health, Smart and Assisted Living, ...

Topics covered with this workshop will include (but are not limited to):

- Content search, discovery and mining
- Socio-cultural factors in the creation, consumption, and sharing of content



- User behaviour, engagement, and audience measurements
- Interaction, Immersion, 3D, Augmented Reality, ...
- Creative Content Generation,
- Innovative Gaming applications and services: content rendering and interaction
- Connected Media Devices
- Social Networks: collaborative tagging, user-generated content mining and exploitation
- Quality of Experience and Usability
- Personalizing, Profiling & Recommendation mechanisms
- Context Aware Content
- Content Analysis and Enrichment, meta-data Extraction & Management,...
- Applications & Services: eCitizen, eHealth, Smart Living, eElderly, ...

### **Innovative Media Services**

*Track Chairs: Malte Behrman (Game, behrmann@rae-behrmannhaertel.de), Man-Sze Li (IC Focus Ltd, msl@icfocus.co.uk)*

This NEM track links networked electronic media with economic aspects. With the changing usages and technology business models and their reception change equally. One example: The entertainment industry uses fun as driver of the future internet and relies therefore on the ever changing end user needs to develop new fascinating and enjoyable services.

Topics of interest include, but are not limited to:

- Innovative usage models
- Incentive based approaches
- User generated content
- Innovative business models
- Network based content development
- Creative and open content production
- Micro-payment
- Economic and regulative aspects
- Privacy and trust in entertainment