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FutureNEM

D4.02-NEM Summit Event Report 2

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Abstract

The Networked Electronic Media (NEM) European Technology Platform (ETP) is an industry-led initiative which constituency includes all major European organisations working in the networked and electronic media area, including content providers, broadcasters, network equipment manufacturers, network operators and service providers, academia, standardisation bodies and government institutions. The NEM initiative, in the framework of the FutureNEM project and the support of the European Commission, organised its fourth NEM Summit on September 27-29, 2011 in Torino, Italy. The present deliverable is the report of the fourth edition of the NEM Summit.

Disclaimer

Impressum

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Executive summary

The Networked Electronic Media (NEM) European Technology Platform (ETP) is an industry-led initiative which constituency includes all major European organisations working in the networked and electronic media area, including content providers, broadcasters, network equipment manufacturers, network operators and service providers, academia, standardisation bodies and government institutions.

In order to increase the impact of the NEM initiative (and the D2 projects of the European Commission as a whole), the NEM ETP is organising annual NEM Summits. The fourth edition of the NEM Summit was organised on September 27-29, 2011 in Torino. It was supported by the European Commission through the FutureNEM project, which includes a specific Work Package (WP4) devoted to the organisation of the NEM Summits.

The 2011 NEM Summit aimed at being a major event devoted to the field of networked and electronic media, Future Internet and ICT at large. It provided a unique opportunity to network and share information and viewpoints on R&D status and perspectives in this area and significantly contributed to:

- ✓ Increase the impact of the NEM initiative, of the projects supported by the D2 Unit, and of the ICT theme under FP7 (thanks to the visibility this event has been given worldwide)
- ✓ Strengthen the exploitation potential of the European projects developed in this area (thanks to the contacts that these projects have established during the event)
- ✓ Widen the basis on which the NEM initiative has further developed its activities (thanks to the inputs provided during the event by organisations, not yet members of the NEM community, and thanks to the probable decision from many of them to join the NEM community after the event).

It has been agreed within the FutureNEM project partners and the NEM Steering Board to organise **the 2011 NEM Summit on September 27-29 in Torino, Italy** at the Politecnico di Torino – a suited venue providing convenient facilities for both the conference and exhibition aspects.

In order to promote the Summit, a dedicated website has been implemented (www.nem-summit.eu) and updated, enabling visitors to learn more about the NEM Summit and to register online.

As for previous editions, an **Organizing Committee** has been set up to supervise all aspects related to the organization of the NEM Summit.

The conference programme had been built in four main tracks:

- Immersive and Pervasive Media
- Cloud Media
- Social Media
- User Media

As a result, the 2011 NEM Summit successfully attracted **over 300 delegates** from Europe and worldwide, 50 exhibitors and 20 artists participating in the "NEM Art Contest".

List of authors

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1   Introduction

The Networked Electronic Media (NEM) European Technology Platform (ETP) is an industry-led initiative, which aims at fostering the convergence between consumer electronics, broadcasting and telecoms in order to develop the new business sector of networked and electronic media. The NEM constituency includes all major European organisations working in the networked and electronic media area, including content providers, broadcasters, network equipment manufacturers, network operators and service providers, academia, standardisation bodies and government institutions.

In order to increase the impact of the NEM initiative (and the D2 projects of the European Commission as a whole), NEM had previously organised three NEM Summits in 2008, 2009 and 2010. The organisation of those NEM Summits was supported by the European Commission through the 4NEM project, which included a specific Work Package (WP5) devoted to the organisation of the NEM Summits. The Commission keeps supporting the organisation of the NEM Summits through the FutureNEM project.

In this context, the present deliverable "D4.02 NEM Summit Event Report 2"– aims at **reporting on the organisation of the 2011 NEM Summit**.

Logically, as a background, the first section of this document draws an overview of the 2011 NEM Summit (event date and place, event structure, business model, etc.). Then, the deliverable addresses the activities carried out to ensure a smooth and successful organisation and promotion of the NEM Summit. The document also introduces all aspects related to the conference and exhibition.

2 Summit Overview

Building on successful previous Summit editions, the 2011 NEM Summit addressed various issues, such as research and business challenges, societal as well as user needs, implementation requirements, regulatory and standardisation environment, etc., related to the **Implementation of the Future Media Internet**.

The topics have been defined as the following:
- Immersive and Pervasive Media
- Cloud Media
- Social Media
- User Media

Most other aspects (related to the organisation, the exhibition, etc.) have been kept identical to the first three NEM Summit editions and contribute to building a stronger identity of the NEM Summits.

In addition to the NEM Art Contest, more art features have been added to the program of the fourth edition of the NEM Summit with the purpose of fostering the cooperation between artists and the NEM communities.

- Piano concert in the opening ceremony
- "Lighting Choregrapher" dance performance by Japanese artist in the closing ceremony

2.1 Event Name

The event logo and baseline remained identical as for the previous NEM Summit. The event name has been changed from "Towards Future Media Internet" to "Implementing Future Media Internet", reflecting the evolution of the networked electronic media sector.

Figure 1: Event graphical identity

2.2 Date and Place

The 2011 NEM Summit has been organised on September 27-29, 2011 at the Politecnico di Torino, Torino, Italy

Politecnico di Torino, a leading research and teaching institution in Italy, has been chosen as host for the NEM Summit 2011 with the local support of Telecom Italia. Located in the centre of Torino, the venue offered suited facilities for both the conference and exhibition aspects of the event, accommodating over 500 guests in its auditorium and welcoming over 50 booth in the court, rooms for workshops all together in a compact area favoring networking opportunities.

2.3   Event Structure
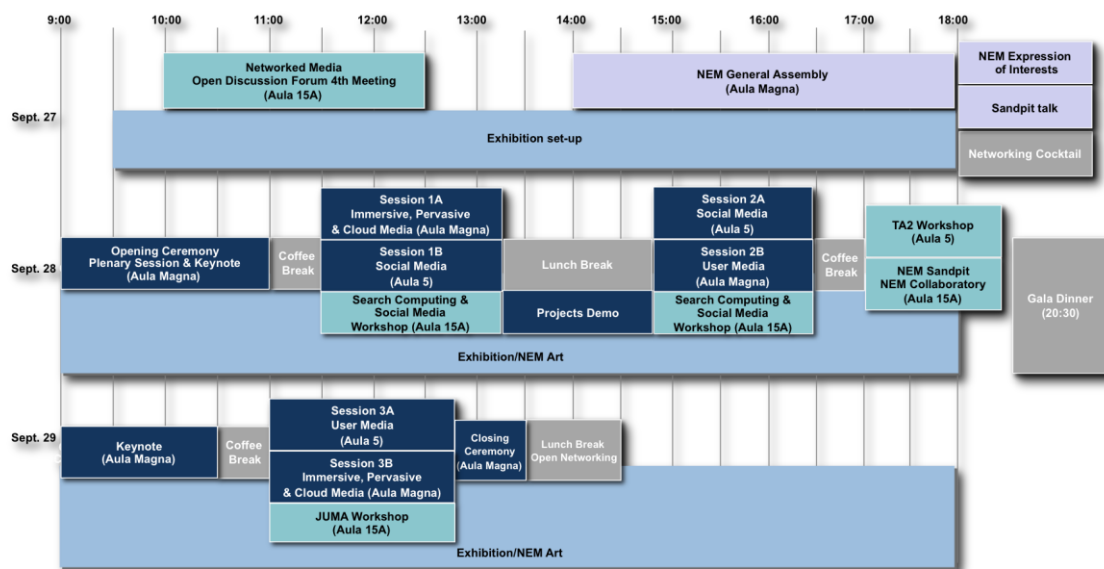
Figure 2: NEM Summit Structure

It has been agreed to spread the 2011 NEM Summit over 3 days, starting with a networking cocktail in the late afternoon of day 1 (Sept. 27) after the NEM General Assembly and ending with a closing session and an award ceremony for the best paper and NEM Art Contest in the afternoon of day 3 (Sept.29) to facilitate participants' arrival and leave and the exhibition setting up and dismounting. The conference included each day a keynote session as well as different thematic sessions devoted to focused topics. A welcome cocktail on day 1 and a gala dinner on day 2 have been organised to ensure the highest networking opportunities.

To be noted: the NEM Summit 2011 hosted a couple of co-located events: the Networked Media Open Discussion Forum 4th meeting, the Search Computing and Social Media Workshop, the JUMA workshop and the TA2 workshop.

2.4   NEM Art

With the initiative of mixing the creative Art and the NEM communities, the second edition of the NEM Art Contest has been successfully organised during the NEM Summit 2011.

Art has always been a precursor of what is going to change our lives. Mixing art, science and technology was seen as an opportunity to both open opportunities for artists to use NEM technologies to express their creativity and encourage researchers to push the limits of networked and media science to support artists' creations.

The "NEM Art Contest" had been launched at the attention of artists from Europe and the rest of the world making innovative use of networked and electronic media technologies (based on texts, pictures, music, videos; referring to the most advanced – and whenever relevant – networked technologies: 3D, virtual reality, web, communications networks, etc.).

A jury composed of NEM Summit sponsors, European Commission representatives and artists selected 21 artworks to be exhibited at the 2011 NEM Summit.

During the closing session, an award was delivered to the piece of art that makes the most innovative use of networks and media to Virva Emilia Auvinen for her work on "Isabella – The Secret Recipes" that blended real historic references into a beautifully illustrated game concept that makes history and learning come alive for children.

The NEM Art 2011 jury members includes:

- Jean-Dominique Meunier (Technicolor)
- Roger Torrenti (Sigma Orionis)
- Pierre-Yves Danet (Orange)
- Bartolome Arroyo Fernandez (European Commission)
- Jovanka Adzic (Telecom Italia)
- Maria Grazie Girotto (Museo del Cinema)
- Bob Sumner (Disney)
- Rowena Goldman (BBC)

A "Sandpit workshop" was also organized during the NEM Summit, facilitated by Valentine Giraud, providing artists, entrepreneurs and scientists with an opportunity to lively interact with each other. The outputs of this workshop have been presented during the closing session and a couple of pictures can be viewed on the NEM Summit website.

Figure 3: Winner of the 2011 NEM Art Contest

More details about competing artworks are available online at http://nem-summit.eu/nem-art/2011-nem-art-design-contest/

2.5   Business Model

An objective of "no benefits – no losses" has been sought when preparing the first three editions of the NEM Summit business model. The same objective has been kept in mind when preparing the 2011 NEM Summit business model, while there is no longer funding from the project in addition to the personnel cost (4NEM had planned a 30 000 euros budget for each summit).

The total budget related to the 2011 NEM Summit is close to 160 000 €, out of which more than half came from sponsors. The below tables report the major costs of the 2011 NEM Summit.

Income	Total
Ressources from NS 2010	4 730
Privilege sponsor (5 free passes)	40 000
Privilege sponsor - SME & NP (5 free passes)	10 000
Gold Sponsor (2 free passes)	15 000
Gold Sponsor - SME & NP (2 free passes)	12 500
Other ressources (local authorities, etc.)	4 000
	86 230
Early bird registered delegates (before July 31)	37 050
Special rates	930
Full-fee registered delegates	28 000
Colombian delegation	1 120
	67 100
Total Income	**153 330**

Table 1: 2011 NEM Summit Receipts (estimation as of November 2011)

Expenses	
FIXED EXPENSES	Total
Venue + Technical Support + Cleaning (PoliTO)	32 000
Artist (japanese + pianist)	3 646
Video	3 400
Local support staff	2 239
MAUTO for gala diner	6 080
Promotion	1 736
Travel expenses	4 932
Security	572
Exhibition + furniture rental	39 892
NEMArt & Design Award	10 267
	104 764
VARIABLE EXPENSES	Total
Delegate information package	2 238
Diner	12 750
Catering	22 655
	37 643
Total Expenses	**142 407**
Total Expenses with overheads	**152 375**
Balance	**955**

Table 2: 2011 NEM Summit Expenses

The planned budget had been prepared based on a strong expected commitment from industry key players (sponsors). It has been decided to maintain the registration fees at a low level: 390 euros all included. The objective was to make sure that sponsors would enable to cover the fixed costs while registration fees shall cover the variable costs. We have reached a quite well balanced budged as shown in the tables above.

3   Organisation and promotion

3.1   Organising and Programme Committee

As for the previous summit, an Organising and Programme Committee were set up. All aspects related to the organisation of the NEM Summit have been developed under the supervision of these committees, which were composed of:

General Chairman   : Jean-Dominique Meunier (Technicolor)

Programme Committee Co-chair   : Thorsten Herfet (Intel)
                                                          : Marco Ajmone Marsan (Politecnico of Torino)

Summit Track Co-chairs
- Immersive, Pervasive, and Cloud Media   : Graham Thomas (BBC)
                                                          : José Manuel Menéndez (UPM)
- Social Media   : Malte Behrmann (Game/EGDF)
- User Media   : George Wright (BBC)
                                                          : Luca Console (University of Torino)

Programme Committee Coordinator   : Halid Hrasnica (Eurescom)

Organisation Committee Co-chairs   : Jovanka Adzic (Telecom Italia)
                                                          : Florent Genoux (Sigma Orionis)
                                                          : Nga Tran (Sigma Orionis)

Programme Committee observers from European Commission : Bartolome Arroyo-Fernandez
                                                          : Francisco Medeiros

NEM Sandpit workshop coordinator   : Vali Lalioti (BBC)

NEM Art & Design contest coordinators   : Pierre-Yves Danet (France Telecom)
                                                          : Roger Torrenti (Sigma Orionis)
                                                          : Vali Lalioti (BBC)

NEM Executive Group representatives
- Future NEM project coordinator   : Yves-Marie Le Pannerer (Technicolor)
- Summit coordinator   : Karine Valin (Sigma Orionis)
- NEM Secretariat   : Julian Sesena (Rose)
                                                          : David Kennedy (Eurescom)

Members
- Federico Álvarez (Universidad Politécnica de Madrid)
- Diego Bajo Hayet (Tecnalia)
- Elias Carotti (Politecnico di Torino)
- Federica Cena (University of Turin)
- Christoph Dosch (Institut für Rundfunktechnik - IRT)
- Philipp Hoschka (W3C)
- Artur Krukowski (Intracom)
- Hong-Yon Lach (Alcatel-Lucent)
- Enrico Masala (Politecnico di Torino)
- Marco Mellia (Politecnico di Torino)
- Peter Pogrzeba (Deutsche Telekom)
- Jean-Charles Point (JCP-Consult)
- Jukka Salo (Nokia Siemens Networks)
- Robert Seeliger (Fraunhofer)
- Antonio Servetti (Politecnico di Torino)
- Giuseppe Sisto (Telecom Italia)

The responsibilities of the Organising Committee included all activities aiming at providing all services required to efficiently, smoothly, and successfully organise an event of the nature and size of the NEM Summit:

- Securing a suited venue and all necessary equipment,
- Handling of potential and confirmed delegates, speakers, sponsors (a database has been implemented in this purpose),
- Organisation of the exhibition area (securing exhibitors' needs, exhibition layout, etc.),
- Real time updating of the programme and of the attendee list, and preparation of the set of powerpoint presentations to be used during the event,
- Preparation of the information package to be given to each delegate (badges, programme, etc.) and of the venue,
- On-site assistance to delegates

3.2   Promotion

Besides handling the logistical issues, the promotion of the 2011 NEM Summit has been considered as a crucial issue. In this purpose, a number of activities have been carried out.

3.2.1   Website

A new NEM Summit website enabling collaborative features (newsletters, comments, video channels, etc.) has been made available online. The overall project image has been slightly redesigned as well.

The NEM Summit website content has been prepared in the purpose to efficiently support the promotion of the event and to provide all the required information.

The content of the website consists of the following:

- Home page (what, why, who?)
- Programme: topics and agenda (updated regularly)
- Call for papers: .doc form to be downloaded and submitted online
- Organizing Committee & Programme Committee members
- Registrations: online registration
- Sponsors & exhibitors: sponsor benefits & exhibitors list
- Newsroom
- Contact and link to the NEM website
- Venue and hotel information
- Details about past events (video report, attendee list, presentations, etc.)
- Current NEM Summit attendee list

After the completion of the Call for papers, the full conference agenda has been made available on the NEM Summit website. Shortly after the completion of the event, a short post-event report has been put online.
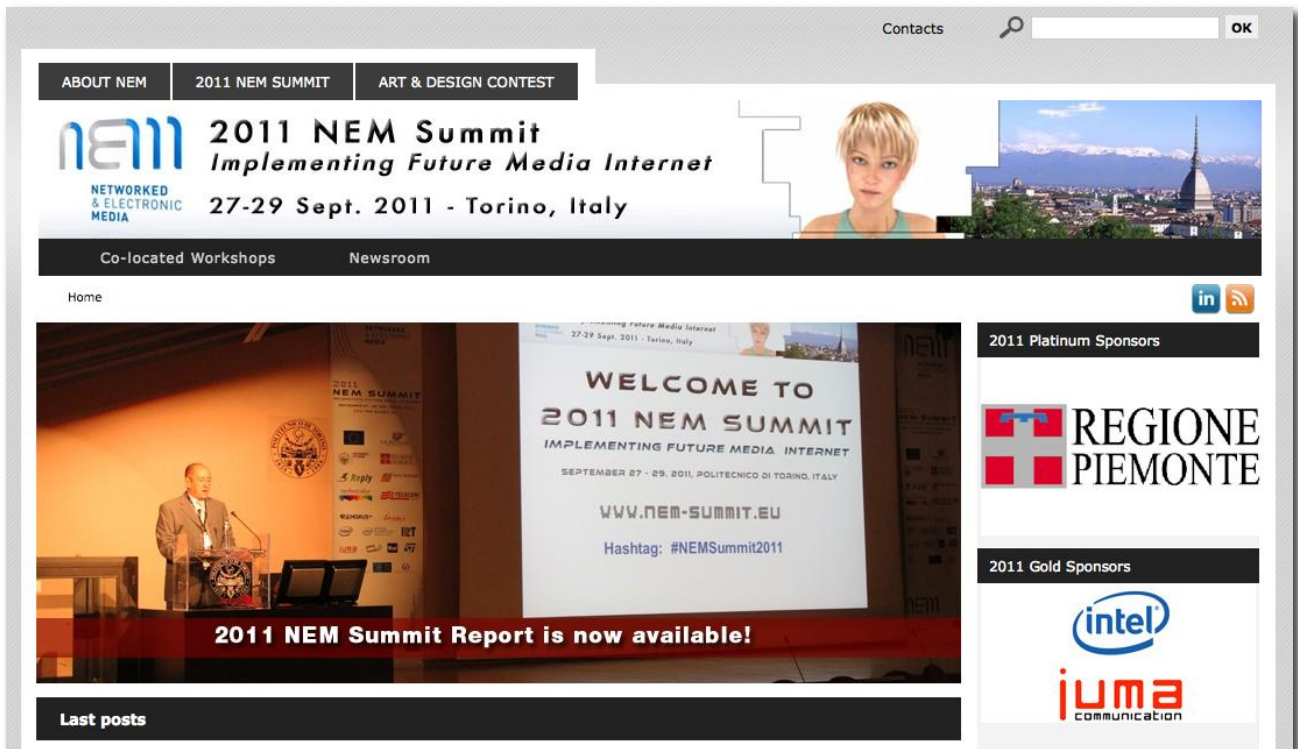
Figure 4: Screenshot of the NEM Summit website

Right after the NEM Summit, a number of post event videos have been uploaded on the NEM Summit website, including interviews.

Figure 5: Screenshot of the NEM Summit post event videos

3.2.2   Other Marketing Material

Derived from the NEM Summit website, hard copies of the NEM Summit flyer have also been produced, together with registration forms, for dissemination in the various events in which representatives from the NEM constituency participated.

A 2011 NEM Summit video trailer (online at http://www.youtube.com/watch?v=n5OGEO3786A), inviting representatives of the NEM sector to participate in the event has also been produced and uploaded on Youtube and the NEM Summit website.

Figure 6: The NEM Summit 2011 trailer

The promotion has also been ensured through agreements with local NEM stakeholders: the Politecnico di Torino, Piedmont Region and Telecom Italia, committed to widely disseminate the invitation to the 2011 NEM Summit.

The NEMletters, the NEM website (http://www.nem-initiative.org) and email blasts to the NEM members also supported the promotion of the NEM Summit. Each member of the NEM community has also been requested to widely disseminate the information to its database of contacts in the NEM field.

The event also benefited from a strong commitment of the EC to promote the event through its various channels: the newsletters, Cordis Wire, liaison with projects, etc. Finally, social networks such as LinkedIn, Twitter, etc. have also been used to promote the event.

A hashtag (#NEMSummit2011) was provided to the participants to gather on real time their comments about the event. In the same purpose, all exhibiting projects and organisations were invited to announced their involvement in the NEM Summit by posting news on their website, through newsletters, etc.

Getting ready to host the Sandpit Collaboratory at #NEMSummit2011 this afternoon in Turin, Italy.

28-Sep-11 07:03 | TineGiraud

Nice musical "welcome note" at NEM Summit 2011 in Torino by Massimiliano Genot with Beethoven's sonata in C major (#NEMSummit2011)

28-Sep-11 07:01 | tourenfex

RT @Virtualware2007: @aranbasaj in Torino at the #NEMSummit2011 The Networked & Electronic Media Technology Platform http://t.co/o3kIp8vG

27-Sep-11 19:06 | uextremo

@NeelieKroesEU missing you at #nemsummit2011 - but IGF probably needs you more! Greetings from Torino.

27-Sep-11 15:25 | billt

RT @chorusplus: The printed version of the White paper on Search Computing is now available at #NEMSummit2011 from the EC booth http://t.co/KvSlsbfQ

27-Sep-11 14:44 | kompats

The printed version of the White paper on Search Computing is now available at #NEMSummit2011 from the EC booth http://t.co/KvSlsbfQ

27-Sep-11 14:42 | chorusplus

Future Research Directions... interesting #NEMSummit2011

27-Sep-11 13:21 | ecarasusan

Discovering the future of Networked Media #NEMSummit2011

27-Sep-11 12:59 | ecarasusan

In Torino attending to the #NEMSummit2011 Now we are hearing the keynote about the European Standarisation Strategy

27-Sep-11 12:58 | ecarasusan

at #nemsummit2011 (too long hashtag) eu people presenting next years strategy

27-Sep-11 12:56 | epanto

@aranbasaj in Torino at the #NEMSummit2011 The Networked & Electronic Media Technology Platform http://t.co/o3kIp8vG

Figure 7: The NEM Summit on Twitter

Figure 8: The NEM Summit on "La Repubblica Torino"

3.3   On-site Organisation

3.3.1   Registration Desk

To ensure a smooth organisation, a registration desk has been maintained by volunteer students of Politecnico di Torino throughout the whole event duration, from Tuesday September 27 to Thursday September 29. As a main information point for participants, the registration desk was namely responsible for:

- Welcoming delegates and providing them with their badge and information package
- On-site registration of delegates
- Welcoming and informing exhibitors
- Information of delegates
- Taxi reservation, shuttles booking, etc.
- Collecting speakers' last minute presentations
- Liaising with the venue for setting up of coffee breaks, cocktail lunches, etc

3.3.2   Delegate Package

Upon their arrival in the event venue, participants were given a badge allowing them to access the whole event area, as well as a delegate package, prepared by the NEM Summit Organising Committee and consisting in a simple double badge including the following:

- A leaflet with the conference programme, the exhibitors list and the exhibition layout
- A badge with name and organisation of participant
- A USB key containing conference proceedings

All the various marketing collaterals included the logo of the event partners: the European Commission, the NEM initiative and the event sponsors.

Figure 9: The NEM Summit USB stick

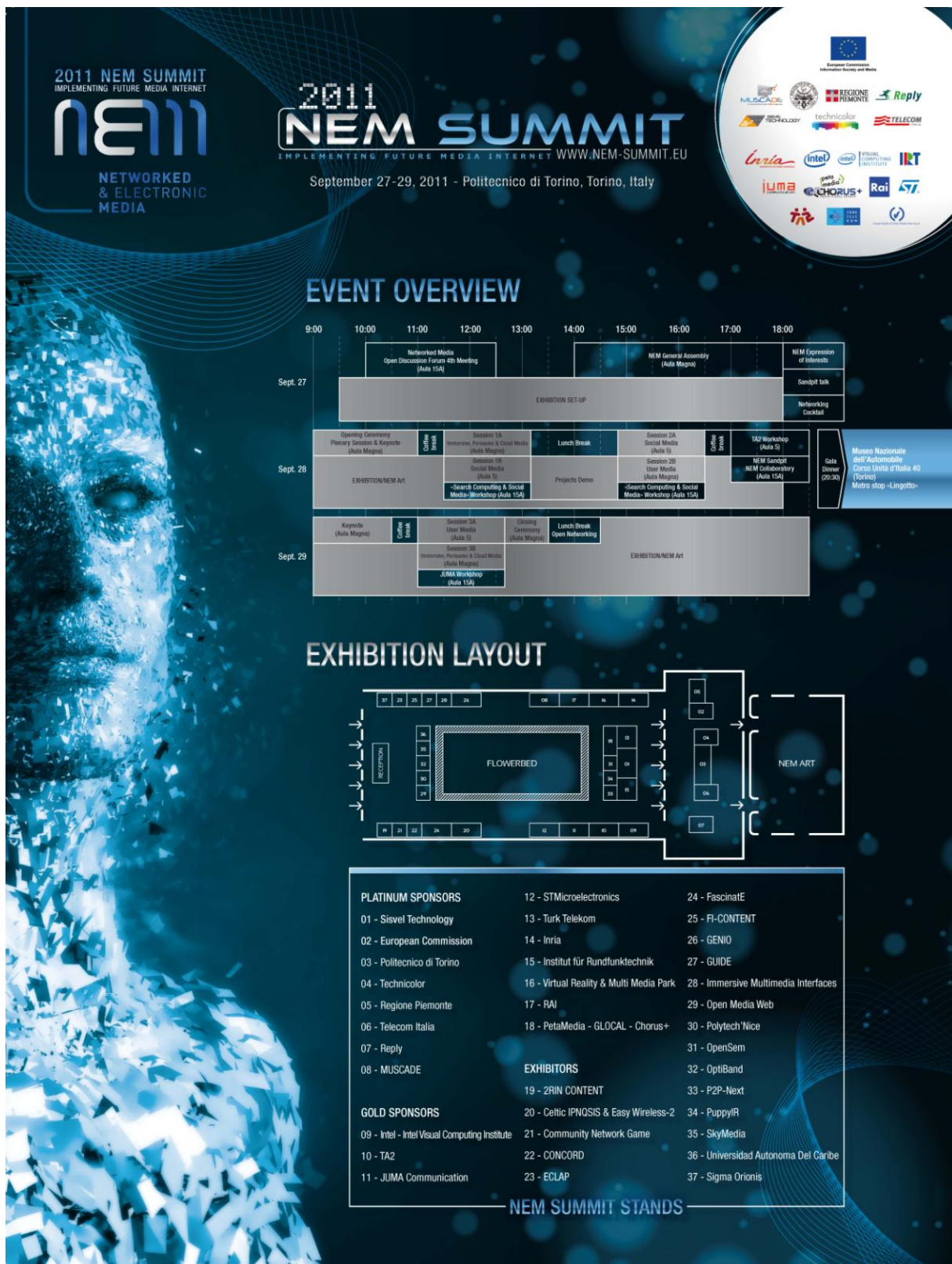**Figure 10: The NEM Summit lanyard with logo of Platinum sponsors**

Figure 11: The 2011 NEM Summit document with exhibition layout and agenda

4   Conference

4.1   Call for Papers

All stakeholders of networked and electronic media have been invited to submit scientific, technical as well as business-oriented papers to the NEM tracks. Papers were requested to be 4 to 6 pages long, 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 had agreed not retain the copyright of the submissions; therefore, authors could feel free to submit work that they intend to publish later.

Papers should address the subject matter of one of the four tracks. They would be subject to peer review. The summit programme would also feature invited speakers and panels. Below are the details about each conference track.

Immersive and Pervasive Media

The Future Internet will not only become pervasive in the sense that the number of connected devices will grow by orders of magnitude; it will also carry all sorts of media with an unprecedented quality. Forecasts predict that in less than 5 years 80–90% of the carried payload will be media.

Immersiveness is dramatically increased by quality improvements: Panoramic or Giant Images and Movies, Higher Dynamic Range, Ultra High Resolution, Plano-stereoscopic, Multiview or Free Viewpoint Video and Wave Field Synthesis, Ambisonics and Multichannel Audio will boost the credibility and "reality" of media rendering. Pervasiveness, on the other hand, brings the content to the user and into his/her context. Dynamic and scalable content coding, media integration into browsers through HTML5, adaptivity considering location and device characteristics are important ingredients for making media even more pervasive.

The topics of interest for the track contributions include, but are not limited to, the following:

- Technologies for transport, coding and rendering (content-centric networks, spatial and ultra high resolution sound and video, scalable and hierarchical coding, rendering of audio and video over the device continuum)

- Applications and services: Digital Cinema, (3D) IPTV, Giant Image and Movie Browsing, Scalable Rendering, Browser-based media applications, 3D integration into browsers

Cloud Media

Being the finest meshed communication network ever available, the Internet offers an unprecedented number of services that can be shared amongst participants. Cloud Computing has been a hot topic during the last years: Whether sharing of information via P2P networks like Torrent or shifting complete Office Suites into the Cloud, using storage and processing power in the cloud has become state-of-the-art and is now ready for Media!

P2P networks as well as the Content Delivery Networks are now evolving towards media and new architectures for storing, replicating and transporting media into and out of the cloud are required. Additionally, the accumulated processing power in the cloud enables innovative media applications in the area of Smart TV (TV 3.0) through visual analytics, object recognition, retrieval in media databases and device specific transcoding.

The topics of interest for the track contributions include, but are not limited to, the following:

- Architectures and technologies for media content storage, replication and transport of media into and out of the cloud (P2P streaming, media content delivery networks)

- Architectures and technologies for cloud computing for media (visual analytics in the cloud, content transcoding, media content retrieval)

- Applications and services for cloud media

Social Media

Networked Electronic Media are more than a simple ingredient of future social media services: They are evolving to become the heart of Social Media: videos are shared via YouTube and Facebook, video is increasingly added to voice communication in Skype, Windows Messenger or Office Communicator and networked games significantly increase their share in the electronic games domain. This track is dedicated to developments, innovative applications and business models in and around Social Media.

Social Media have significantly shaped the way citizens communicate. Even more than mobile phones, which made a well known communication service available ubiquitously, Social Media have influenced the daily life: people can spend more than 1 hour per day in Social Media and Facebook in December 2010 for the first time has been the most visited Website worldwide. User generated content has grown to an unforeseen magnitude and will continue to grow.

The topics of interest for the track contributions include, but are not limited to, the following:

- Data protection, security and trust (payment, viruses, profile-squatting, ID theft, infiltration)

- Virtual and real personas (profiling, semantic descriptions, face recognition, footprint)

- Applications and business models for Social Media (community generated content, service composition, umbrella services, etc.)

User Media

Much more than data, media have to be handled in a user-specific context. Whether for end customer consumption, for post production in a professional environment, whether for smart browsing of large data bases or for efficient sharing of personal media, coding, transport, representation, tagging and many other things related to media have to be adapted. This track is dedicated to developments in and around User Media and it differs from the Social Media track by targeting explicitly single users or user categories.

In the upcoming era of user generated media content, the user has a double role: on the one hand media is consumed by different categories of users (private and business customers, and professional users), on the other hand those categories of users down to the private individuum have become content producers.

The topics of interest for the track contributions include, but are not limited to, the following:

- Technologies for production, ingest, distribution, browsing and consumption of content for specific users and/or user groups

- Technologies for aggregation, presentation, creation, uploading, curating and distributing of user generated content

- Applications and business services for user media (e.g. small and large digital cinemas on the professional user side and media sharing and community services like for private user)

The conference attracted 28 high quality papers covering the topics above. A selection of papers from the Summit is published in Journal Computer Communications and NEM web site at http://nem-summit.eu/2011-nem-summit/program/

4.2 Agenda

In order to prepare a full and attractive agenda, keynote speakers, session chairs and invited speakers have been invited to talk in thematic sessions, plenary opening and closing sessions. Representatives of political bodies (Piedmont region) have contributed to the opening session.

The format of the conference included several types of sessions as described below.

4.2.1   Plenary and keynote sessions

On Sept. 28, the NEM Summit started with a plenary session during which Jean-Dominique Meunier - NEM Executive Director, Marco Gilli – Pro-Rector of Politecnico di Torino, Roberto Moriondo - Director of Innovation from Piedmont region and Neely Kroes, Commissioner for Information Society and Media, European Commission welcomed all participants.

Figure 12: NEM Summit opening session

Then, a video message from Megan Richards, Director of DG Information Society and Media, European Commission was delivered, presenting the vision of the networked media field and the opportunities for further research activities. Roger Torrenti, CEO of Sigma Orionis, introduced the NEM Art event and officially launched Wiki-art, a global art movement based on web 2.0. The plenary session included keynote addresses featuring a presentation from Gabriele Elia, Head of Future Internet Technologies & Research at Telecom Italia on "Future Media: Social, Interactive and the challenge of Openess" and a presentation on "Proprietary Assets, Partnerships and Strong Focus. How innovation for business leaders is built - in a case" given by Luca Miccoli, Partner of Reply.

The opening session ended with a short summary about the NEM Summit 2011, presented by Thorsten Herfet – Intel and Marco Ajmone Marsan – Politecnico di Torino.

4.2.2   Presentation sessions

These were organised around the main conference themes:

- Immersive and Pervasive Media
- Cloud Media
- Social Media
- User Media

Each session was made up of several presentations (4 to 6 presentations of about 10-15 minutes in length), where key stakeholders in the field presented their visions, experiences and findings.

4.2.3 Networking sessions

Networking sessions aimed at facilitating additional and informal networking opportunities (coffee breaks, buffet lunches, gala dinner, etc.).

Networking opportunities:

- Networking cocktail, Sept. 27
- Gala dinner, Sept. 28
- Coffee breaks, Sept. 28-29
- Buffet lunches, Sept. 28-29

4.2.4 Closing session

The closing session on Sept. 29, chaired by Pierre Yves Danet, NEM Vice chair, started with a presentation of Bartolome Arroyo-Fernandez, European Commission on "Present and Future of Networked Media collaborative R&D in Europe". NEM Summit 2011 awards have been announced during this session.

Best paper award has been given to Technicolor for the paper entitled "Experimentation of Multipath HTTP Streaming over Internet".

NEM Art 2011 award was delivered to the piece of art that makes the most innovative use of networks and media to Virva Emilia Auvinen for her work on "Isabella – The Secret Recipes". The Summit was concluded by a NEM Art performance 'Lighting Choreographer' by Japanese artists from Kobe University and a short report of NEM Sandpit.

The conference program is available online on the NEM Summit website at http://nem-summit.eu/2011-nem-summit/program/

4.3   Participants

After the first three successful editions, the 2011 event has featured:

- Over 300 participants (see the attendee list online at http://nem-summit.eu/2011-nem-summit/attendee-list/)
- 50 exhibiting research organizations and companies (see the exhibitor list online at http://nem-summit.eu/2011-nem-summit/exhibitors/)
- 20 artists participating in the "NEM Art Contest" (see the list of art works online at http://nem-summit.eu/nem-art/2011-nem-art-design-contest/)

The event allowed a fruitful exchange of information and networking during the two days, particularly in the perspective of the Future Internet ppp and NEM Calls recently launched by the European Commission.

The NEM Summit 2011 has succeeded in attracting participants representing 22 nationalities with a strong presence of local people (38% of participants) thanks to the local support (Piedmont region, Politecnico di Torino, Telecom Italia).
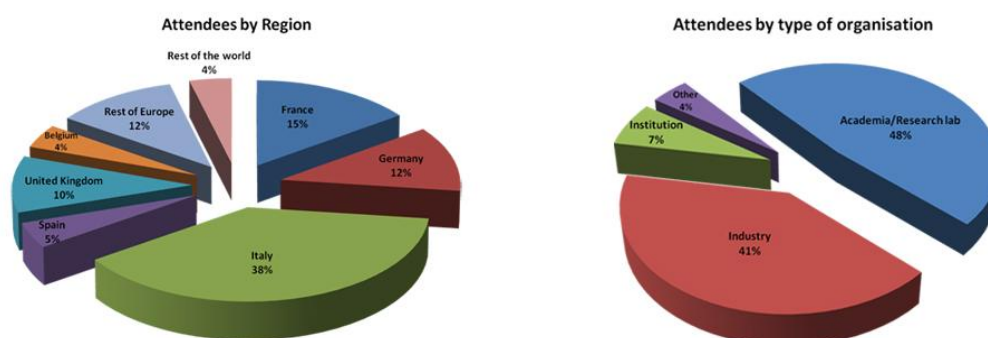

Figure 13: The 2010 NEM Summit demographics

5   Exhibition

In addition to the conference, the NEM Summit has featured - over a 2000 m2 exhibition area - showcases and demonstrations of research results from key players in the field of networked electronic media and ICT at large.

The FutureNEM consortium had agreed to pursue the same policy as for the first three editions i.e. to offer on one hand, sponsorship packages to commercial companies, and, on the other hand, free-of-charge exhibition stands to R&D projects funded under the FP6 and FP7 programmes of the European Commission and addressing network and electronic media technologies and applications.

5.1   Sponsors

Sponsors were needed to fund the NEM Summit and cover the fixed expenses (renting of the venue, AV equipment, etc.). Several packages were proposed, as shown below:

	Complimentary passes	Exhibition area	Speaker position	Visibility on website	Visibility on site	Delegate package	Price
Platinum Sponsor	5	Extra Large	1	On all pages	Prominent (logo on all marketing collateral)	One piece of litterature	10k (5k for non profit organisations)
Gold Sponsor	2	Large	-	On all pages	Prominent (logo on all marketing collateral)	One piece of litterature	5k (2,5k for non profit organisations)
Exhibitor	2	Regular	-	In the exhibition section	Limited	-	2k

Figure 14: The 2011 NEM Summit Sponsorship Packages

19 organisations decided to join the NEM Summit as sponsors.

Figure 15: The 2011 NEM Summit Sponsors

5.2   Research Projects

As for the previous years, a call for exhibition has been sent to the relevant projects – from the D2 unit of the European Commission. The call for exhibition has been launched in April 2011, and applications have been received until June 20, 2011. Because all the applications were relevant, and because the budget enabled it, the selection committee had decided to accept all the applications. As a result, 23 research projects have been given the opportunity to exhibit (provided they registered at least two delegates):

Figure 16: NEM Summit 2011 research projects

- 2RIN CONTENT – Convergent prototypes & co-operative multi-platform environment
- CELTIC IPNQSIS – IP Network Monitoring for Quality of Service Intelligent Support
- EW2 – Easy Wireless 2
- Community Network Game
- CONCORD – The race towards inclusive knowledge society
- ECLAP – Social network for cross media content and performing art
- FASCINATE – The future of interactive TV
- FI Content
- GENIO – Next Generation Multimedia Home
- GUIDE – Gentle User Interface for Elderly People
- IM3I – The media processing and publishing framework
- MUSCADE – MUltimedia SCAlable 3D for Europe
- OMWeb – Open Media Web
- OpenSem – Open Innovation Platform for Semantic Media
- OptiBand – Optimization of Bandwidth for IPTV video
- P2P-Next – Shaping the next generation of internet TV
- Petamedia – Glocal - Chorus+
- Polytech'Nice – Learn and Play Together
- PuppyIR – An Open Source Environment to Construct Information Services for Children
- SkyMedia – Immersive media experiences from the sky
- TA2 – Together Anywhere, Together Anytime

6   Conclusion

The present deliverable reported on the 2011 NEM Summit and the way it has been organised and planned for its various aspects: marketing and promotion, conference, exhibition.

The NEM (Networked & Electronic Media) European Technology Platform has successfully organised its fourth international conference and exhibition, entitled « NEM Summit 2011» on 27-29 September in Turin. NEM reaffirmed its ambition to be the key independent stakeholder in the Networked Electronic Media towards Future Media Internet and a vital contributor in implementing the European Digital Agenda.