

BBS – Technology Request Form

Title:

PS - FP7 ICT-2013.1.6 MediaPolis: A service innovation ecosystem to support innovation management in the digital media sector

Abstract of the request (max. 500 characters):

A Spanish SME searches partners for a project aimed to design and build a digital platform capable to provide knowledge about intensive business services in order to support innovation management within enterprises belonging to the digital media value chain. The partners sought must be enterprises and entrepreneurial associations from the media sector with expertise in innovation as a service and knowledge about intensive business services.

Description of the request (min. 100 characters – max. 4.000 characters):

The main objective of the project is the creation of a service innovation ecosystem to support innovation management in the digital media sector. This objective will be achieved through the design and building, based on the Internet of the Future and Cloud Computing technologies, of a digital platform capable of granting the access to and the delivery of knowledge intensive business services to support innovation management within enterprises belonging to the digital media value chain.

Specific Objectives

1. **Generation of MediaPolis Reference Model:** used to support the definition of the major requirements and functionalities of the service innovation ecosystem, needed to support innovation management in the media sector.
2. **Platform Construction:** first working prototype of the platform, build according to the contextualization of the Reference Model. Service innovation ecosystem to be employed during the experimentation and continuous simulation with the enabling technology space.
3. **Enterprise Space Stimulation and Consolidation:** design and conduction of a socioeconomic network (based in the Qualities of Beings defined by FInES Research Roadmap 2025, and in the use of methods and practices of what is known as **Large Groups Interactions Methodologies**) with the purpose of engaging a large number of stakeholders in the **trust building process** needed for the joint exploration and definition of the governability criteria leading to the sustainability of the digital ecosystem supporting innovation in the digital media sector.
4. **Conception and implementation of a pilot project based on the generation of five Innovation Cells:** these cells (constituted by SMEs from the media sector, Universities, and Research Centers) will function as private domains for the systematic experimentation with the

delivery of highly interactive, personalized and shared media experiences. The interactivity will be supported by cloud-based applications, content delivery networks, peer to peer network and media processing capabilities, provided by the service innovation ecosystem.

5. **Service Innovation and Knowledge Intensive Services Development:** to generate, based on the learning's from the pilot project, methodologies and practices capable of facilitating the invocation, discovery, mediation and composition of innovative services required to support innovation in the media sector. This will involve the enhancement of existing immersive and interactive experiences between producers and consumers of digital media services. Such experiences will be supported by: (i) technologies of the **Internet of Services** providing the social media capabilities of the Web 2.0 and the service oriented architecture; (ii) technologies of the **Internet of Things** providing the end to end coordination of user terminals involved in digital media innovations, and (iii) a **Cloud Computing** infrastructure allowing both, scalability of the services developed and the diffusion of of the resulting new generation of clouds and Internet based applications.

The major technological components of the service innovation ecosystem are: the Internet of Services, providing the Social Software as well as the Service Oriented Architecture required to support the collaborative work among distributed partners; the Internet of Things allowing sensors promoting interactions for the exchanges of digital content and other resources within firms from the media sector, and Cloud Computing ensueing the scalability of interactions within the service ecosystem, as well as emerging practices to support social media activities.

Technical Specifications / Specific technical requirements of the request (*min. 50 characters – max. 1.000 characters*):

Call Identifier: FP7-ICT-2013-1.6 Connected and Social Media. Outcome b.

Proposal stage of development: General objective defined, as well as a preliminary definition of the specific objectives. There are advances made also in the preliminary characterization of the state of the art, the estimation of the budget, and the identification of some of the work packages.

Level of finance requested: The preliminary estimation of the project budget is 2.5 Million Euros

Percentage of European financing: 75%

Consortium Description: The consortium is currently in development.

Technical Requirements of partners: It is being defined.

Technology Keywords:

- 1.1.2 Digital Systems, Digital Representation
- 1.2.1 Advanced Systems Architecture
- 1.2.6 Computer Software
- 1.2.22 Smart Appliances
- 1.5.1 Audiovisual Equipment and Communication

Further Information (Technical Details Concerning the Profile):

Cooperation in R&D and Networking: The members of the consortium will be engaged at a technical and social dimension. The technical dimension will involve the joint development of MediaPolis service innovation ecosystem. The social dimension will entice the participation of stakeholders from the media sector value chain in those aspects regarding governability, opportunity identification and exploitation, and business models for the ecosystem sustainability.

Current and Potential Domain of Application:

The potential domain of application includes the following market segments:

- ❖ Enterprises from the media sector, which are the main target of the call.
- ❖ SMEs from the service innovation value chains which are interested in providing knowledge intensive business services to enterprises from the media sector.
- ❖ Innovation agencies, and multilateral organizations interested in institutional strengthening of the media sector value chain at the regional or national level.

Collaboration Details / Comments:

Mandatory

- Type of partner sought:

Entrepreneurial association of firms belonging to the media sector industries, R&D organizations, and enterprises from the service innovation value chain.

- Specific area of activity of the partner:

- ❖ Entrepreneurial Association: Provision of services innovations to enterprises from the media sector value chain.
- ❖ R&D Organizations: Design and construction of digital ecosystems to support innovation management in the media sector.

- Task to be performed:

- ❖ Networking and pilot project participation (Entrepreneurial Association)
- ❖ Cooperation in the design and construction of MediaPolis service ecosystem (R&D Organizations).
- ❖ Generation of the Enterprise Creative Space Stimulation and Consolidation, and pilot project execution (Firms from the media sector value chain, and entrepreneurial associations)

RDT Results – comments:

The results from the R&D will generate the knowledge required to:

- ❖ Update the prototype of MediaPolis service innovation ecosystem, in order to produce a commercial version of it, which will be used to support the business models needed to exploit the services provided to enterprises in the media sector.
- ❖ Work systematically in the process of orchestration among enterprise from the media sector leading to the identification and exploitation of business opportunities.
- ❖ Design and build a Digital Laboratory capable of providing a technical infrastructure where SMEs from the media sector could access applications and tools for the management of their innovation process.

Preferred Countries (for information): Germany, England, Finland and Belgium