FLAME

FACILITY FOR LARGE-SCALE ADAPTIVE MEDIA EXPERIMENTATION

The Future of Digital Media in 5G networks and the Next Generation Internet

Michael Boniface

IT Innovation Centre

NEM Summit, Madrid

30/11/2017

Digital media is increasingly important to everyone

Software infrastructures are creating unparalleled flexibility

Massive structural change in digital media ecosystems

Session 1: The Future of Digital Media

9:00 – 10:30 30TH NOVEMBER 2017

Session 1: The Future of Digital Media

- 09:00 – 09:10 Welcome and introduction
  - Michael Boniface, IT Innovation Centre
- 09:10 – 09: 50 Key Notes
  - Future Design and Digital Media - Dries De Roeck, Studio Dott
  - Vision for software infrastructures - Dirk Trossen, InterDigital
- 09:50 – 10:30   Panel debate with interactive audience
  - Francesco D'Andria, Atos
  - Michel De Wolf, DWESAM
  - Ingrid Willems, DataScouts
  - Pierre-Yves Danet, Orange
  - Jean Dominique Meunier, Technicolor

Session 1: The Future of Digital Media - Keynotes

**DRIES
DE ROECK**

Studio Dott

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Future Design and Digital Media

**DIRK
TROSSEN**

InterDigital

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Vision for software infrastructures

Session 1: The Future of Digital Media - Panel

Ecosystems

Media Scenarios

Francesco D'Andria, Atos

Michel De Wolf, DWESAM

Ingrid Willems, DataScouts

Pierre-Yves Danet, Orange

Jean Dominique Meunier, Technicolor

Priorities

FLAME

Session 2: Building the FMI Ecosystem Through Experimentation
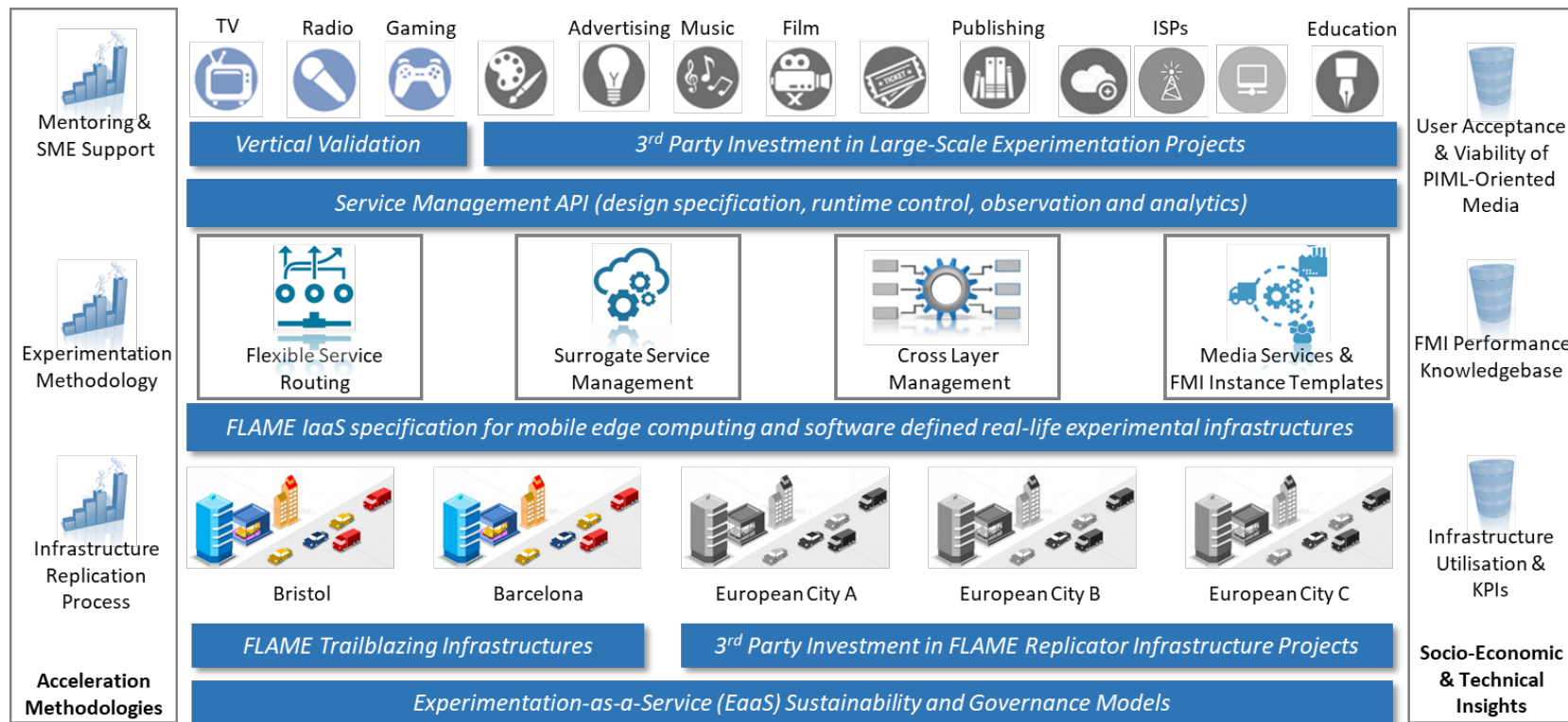
11:00 – 12:30 30TH NOVEMBER 2017

Session 2: Building the FMI Ecosystem Through Experimentation

- 11:00 – 11:10 FLAME Offering : a flexible delivery platform for media services
    - Michael Boniface, IT Innovation Centre
- 11:10 – 11:50 Early trials and experiments from broadcast, transmedia and gaming
    - Personalised and participatory media: Mike Matton, VRT
    - Adaptive Media for Storytelling and Gaming: Julia Chatain, ETH Zurich
- 11:50 – 12:20 How to get involved in the FMI Ecosystem and FLAME Open Calls- with audience QA
    - Monique Calisti, Martel Innovate
- 12:20 – 12:30 Wrap up and closure

Session 2: Building the FMI Ecosystem Through Experimentation – FLAME Offering

Acceleration Methodologies:
- Mentoring & SME Support
- Experimentation Methodology
- Infrastructure Replication Process

Verticals: TV, Radio, Gaming, Advertising, Music, Film, Publishing, ISPs, Education

Vertical Validation | 3rd Party Investment in Large-Scale Experimentation Projects

Service Management API (design specification, runtime control, observation and analytics)

- Flexible Service Routing
- Surrogate Service Management
- Cross Layer Management
- Media Services & FMI Instance Templates

FLAME IaaS specification for mobile edge computing and software defined real-life experimental infrastructures

- Bristol
- Barcelona
- European City A
- European City B
- European City C

FLAME Trailblazing Infrastructures | 3rd Party Investment in FLAME Replicator Infrastructure Projects

Experimentation-as-a-Service (EaaS) Sustainability and Governance Models

Socio-Economic & Technical Insights:
- User Acceptance & Viability of PIML-Oriented Media
- FMI Performance Knowledgebase
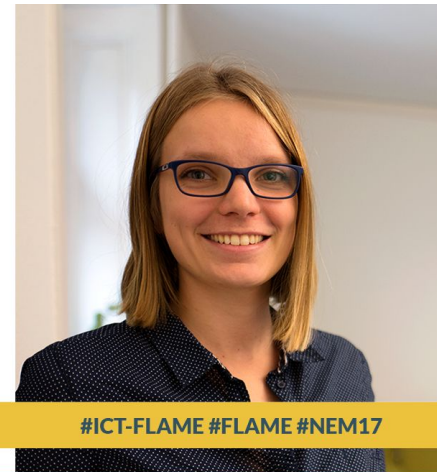- Infrastructure Utilisation & KPIs

MIKE MATTON

VRT

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Personalised and participatory media

JULIA CHATAIN

ETH Zurich

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Adaptive Media for Storytelling and Gaming

Session 2: Building the FMI Ecosystem Through Experimentation - How to get involved ?

MONIQUE CALISTI

Martel Innovate

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EUR 2M+ for Open Calls

Trials and Experiments

Replication Infrastructures

Q&A

FLAME Online

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