**FACILITY FOR LARGE-SCALE ADAPTIVE MEDIA EXPERIMENTATION**

# Panel Discussion
# Media scenarios, ecosystem and priorities

FLAME NEM Workshop

*Madrid, 30 Nov 2017*

# 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**

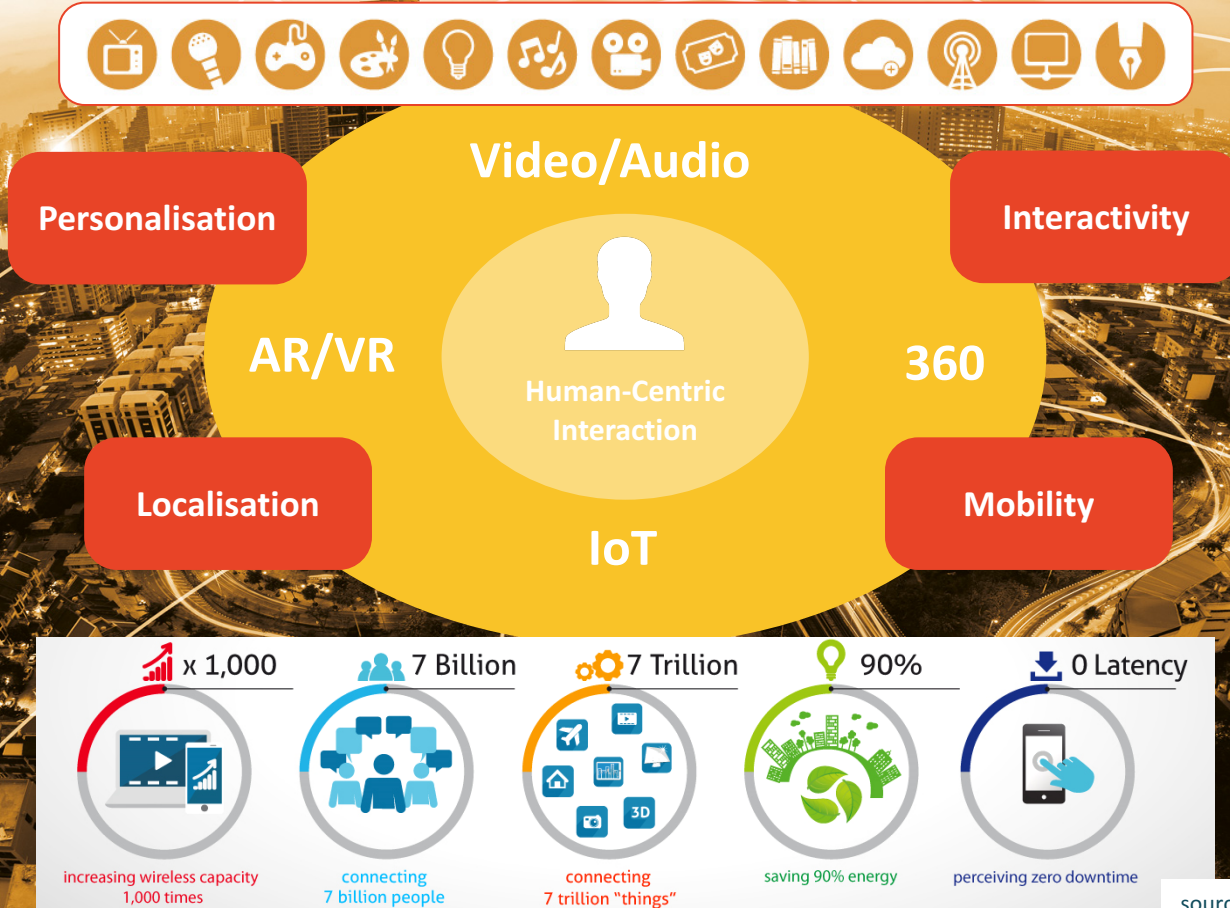**Jean Dominique Meunier, Technicolor**

**Priorities**

# FLAME Objectives



- *Build an adaptive media service delivery platform based on compute, storage and underlying software-enabled communication infrastructure*



- *Validate the platform through trials of novel future media products and services within urban-scale ecosystems*

# Media Scenarios

Personalisation

Video/Audio

Interactivity

AR/VR

**Human-Centric Interaction**

360

Localisation

IoT

Mobility

x 1,000

7 Billion

7 Trillion

90%

0 Latency

increasing wireless capacity 1,000 times

connecting 7 billion people

connecting 7 trillion "things"

saving 90% energy

perceiving zero downtime

# Topic 2 – Media Scenarios

## (Primary contributors Pierre-Yves/Jean Dominique)

- **FLAME proposition is to support greater content personalisation, interactivity and mobility through an infrastructure that flexibly adapts to such demands**
  - A platform providing low latency, efficient routing, multicast delivery, net-level indirection, secure end-to-end content, cross layer information sharing
  - A set of foundation media services integrated and benefiting from the platform made available for trials and experimentation

- **Questions**
  - Which scenarios may benefit most from 5G networks?
  - How can build the stack by link the low level platform capabilities to high level user experience?
  - Are any sectors more important than others?
  - Which Media Services should be offered as foundation elements to better support the goals of personalisation, interactivity and mobility?

# FLAME Ecosystem
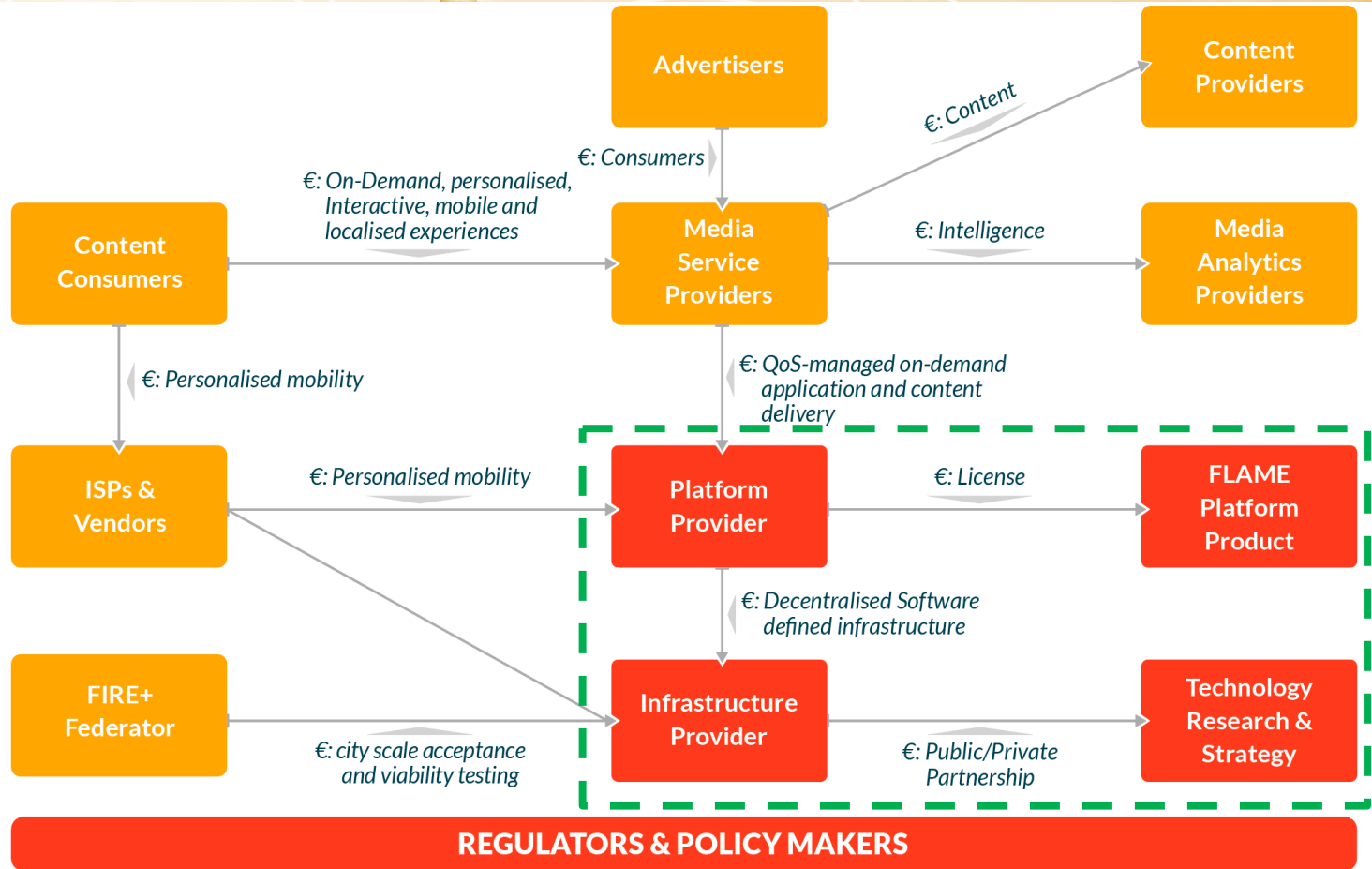
# Topic 1: Ecosystem Conversation
## (Primary contributors Ingrid, Jean Dominique)

- FLAME's proposition is based using software-defined infrastructures to achieve a tight yet flexible integration between services and an underlying distributed infrastructure operated by current and new actors (e.g. cities, transport infrastructure operators, buildings and of course telcos themselves)

- **The ecosystem has a large variety of different stakeholders that are shifting in roles**
    - digital platforms of telecoms (i.e. *Imagenio Telefonica*)
    - broadcasters offer its own media player 'a la carte' (i.e. *BBC iPlayer*)
    - user device manufacturers that become content aggregators (i.e. *AppleTV*)
    - content aggregators become content producers (i.e. *Netflix originals*)
    - content producers aim at becoming direct distributors (i.e. *Disney*)
    - appear super-web platforms (i.e. *Amazon videoprime*), etc

- **Questions**
    - How do you see the ecosystem and stakeholders being disrupted by FLAME?
    - What are the critical ecosystem structures? Do we have it right?
    - What actions are necessary to achieve success? Where is engagement needed

# Ecosystem Building Priorities

## Creative Industry Sectors
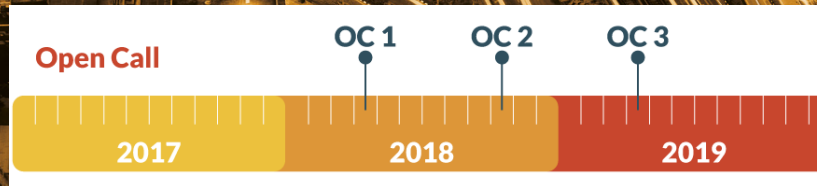
## Media Scenarios

AR, VR, 360, Video, etc.
Personalisation, Interactivity, etc

## Ecosystem Stakeholders

Infrastructure and operators
Services and developers
Applications, devices and users
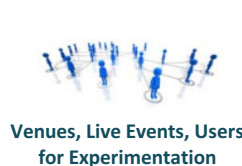
## Business and Technical Maturity

Industry, SME, Startup

**Open Call**

OC 1    OC 2    OC 3

2017    2018    2019

# Topic 3: Priorities Conversation
## (Primary contributors Michel/Ingrid)

- 2M€+ for 3rd parties to conduct trials with the FLAME platform in target ecosystems

- FLAME offers Technologies (Platform), Experiment Environment, Knowledge base & Analytics, Consultancy & Training, Marketing showrooms for direct and indirect channels to customers, Funding

**Venues, Live Events, Users for Experimentation**

**Software and Service Platform**

**Market Showrooms**

**Consultancy & Training**

**Knowledge Analytics**

**Funding**

- **Questions**

  - What balance between different stakeholder partnerships should be targeted?

  - How should companies at different business stages be engaged?

  - What sectors and media scenarios do you think should be prioritized?

  - What criteria should be used for the prioritisation and roadmapping in the selection? Tech feasibility?, general society impact?, potential revenue streams? others?
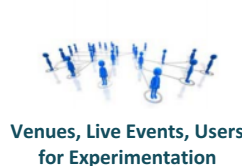
# Topic 3: Priorities Conversat...
## (Primary contributors Michel/Ingrid)

The 1st round of open calls will be announced and opened in **March 2018** and will target aspiring FLAME replicators, industry and SMEs trials. The 2nd round is especially targeted at SMEs, and will open around **September 2018**, with the last round targeting industry, SMEs and start-ups opening in **March 2019**.

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**Market Showrooms**

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