

# The Policy Dialogue Platform: a collaboration tool shaping the future of Europe's media

The screenshot displays the Policy Dialogue Platform interface. At the top, there is a navigation bar with the 'nem' logo, 'Powered by VITAL MEDIA', and a search bar. The user profile 'SD Simona De Rosa' is visible in the top right. The main content area shows a discussion titled 'Disruptive business models and Social Media Convergence. What stakeholders think about it.' by Simona De Rosa, dated 06.07.2017 15.07. The discussion text reads: 'Results from i3's investigations show that business models are a relevant topic for the Social media field. According to our analysis, disruptive business models have to be considered and discussed by stakeholders and policy makers to enhance economic opportunities in the sector. The aim of the discussion is to collect feedbacks on the following points:'. Below this, there are three bullet points: 'Which is the relevancy of disruptive business models for Social Media?', 'Which are the most disruptive models adopted so far?', and 'What do you think are the most important issues about new business models to increase economic opportunities in the sector?'. The interface includes a sidebar with navigation icons, a 'PEOPLE' section listing 'NEM Collaboration PL...' and 'i3-Vitalmedia Policy D...', and a 'RESOURCES' section with various links like 'My Blogs', 'My Bookmarks', and 'My Documents'. At the bottom right, there are links for 'Settings', 'Online Friends (0)', and 'Groups (0)'.

Around 50% of Europeans use social media on a regular basis. European millennials are one of the most innovative age groups adopting new social networks and using the latest developments in media technology. Recognising the need for citizens and stakeholders to have a say about how social media should impact their lives, the European Commission has financed a number of projects, that work with the latest developments in media convergence and social media, as well as facilitating wider discussion on social media policies in Europe.

In collaboration with other European Commission funded projects, VitalMedia is a newly launched initiative, that will provide a unique place for a structured dialogue and involve different interest groups in the conversation. The Policy Dialogue Platform is part of [NEM](#) (New European Media Initiative) – one of the biggest and most active organisations shaping the policies of media and creative content in Europe. The Policy Dialogue Platform is a dedicated space for policy dialogue around Media Convergence and Social Media domains. It is open to all Europeans, starting with media users and involving everyone else in the area - media interest groups, innovative social media startups, research organisations as well as other European Commission funded projects.

Simona De Rosa, researcher at T6 ecosystems, coordinates policy dialogue activities in a European Commission funded project called [I3](#) (Innovate, Invest, Impact). She says: “It is of-crucial importance to involve all relevant actors to talk about sensitive topics for a regulatory framework and coordinate policies in convergence and social media, giving the opportunity to express ideas, share experience and find solutions”.

“It is an interactive platform, where people can raise their concerns, questions and ideas up for discussion,” - Says Simona De Rosa, “and the best part is that European Commission policy makers will take into consideration recommendations that are coming out of the platform. This is an opportunity for everyone to have a say that can make an impact.”

The free platform can be accessed via the link below. Access to all of the platform’s features requires [registration](#).  
<http://vitalmedia-project.eng.it/group/-i3-vitalmedia-policy-dialogue/discussions>

I3 and VitalMedia are European Commission funded CSA projects in the area of Technologies for Creative Industries on Convergence and Social Media. For more information, please visit <http://i3project.eu>

The screenshot displays the user interface of the 'i3-Vitalmedia Policy Dialogue' platform. At the top, the breadcrumb navigation reads 'i3-Vitalmedia Policy Dialogue / Discussions / Welcome to the Policy Dialogue'. The main content area features a discussion post by 'SD Simona De Rosa' dated '06 JUN 2017 12.26'. The post title is 'Welcome to the Policy Dialogue', with a last update of '6 June 2017 15:23'. The post content includes a greeting 'Hi all,' followed by an introduction to the project's aims and a call for participation. A sidebar on the right contains sections for 'PEOPLE' (listing 'NEM Collaboration PL...' and 'i3-Vitalmedia Policy D...') and 'RESOURCES' (listing various user tools like 'My Blogs', 'My Bookmarks', etc.). The bottom right corner shows 'Settings Online Friends (0) - Groups (0)'.

*Inside view of the platform*