

THE FUTURE OF MEDIA INNOVATION IN THE EU RESEARCH AGENDA POST-2020

MAY 24, 2018, FROM 1200 - 1400

The Future of Media Innovation in the EU Research Agenda post-2020

On Thursday 24 May, European media stakeholders will gather together for a Policy Dialogue lunch event in the European Parliament in Brussels with industry leaders, academics, creative sector representatives and innovators in the field of media. It is a key event addressing media innovation support schemes for the media industry in the upcoming FP9 Framework programme beyond-2020.

The European media industry is facing profound digital transformation. Media is fast integrating advances like Artificial Intelligence, Data Analytics, High performance computing, 5G and others while at the same time is called to tackle new challenges like fake news, data security, and role of the global platforms and new concentrations of power, which are also impacting the democratic discourse. In this context, Media Innovation and Research (R&I) has never been so pivotal for the future developments of the sector.

This is why H2020 [i3](#) and [Media Road](#) projects are organising a high-level round table discussion to explore the support needed by media stakeholders in order to continue to be innovative and competitive in an increasingly difficult environment.

The round table discussion will be hosted by the Dr Christian Ehler, Member of the Parliament, and involve various stakeholders, representatives of the EU Institutions, industry and creative sector representatives, policy makers and researchers. The aim is to discuss and identify the key areas of media R&I on which Europe can thrive through a sustainable and strong support from the European institutions.

This lunch debate will shed light on the future design of research and investment in media and to explore new support schemes for the media industry which should be reflected in the future Multiannual Financial Framework (MFF) post-2020 and in particular, in the planning of its R&D scheme Framework Programme 9 (FP9).

A focus will be an integrated action for the media and creative industry, which means to align policies, investment, funding and technology development.

Logistics

Attendance is by invitation only.

For further information: Simona De Rosa s.derosa@t-6.it and Eleonora M. Mazzoli mazzoli@ebu.ch

Date: Thursday 24th May 2018

Time: 12pm - 2pm



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The Media Road project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 761412.

More information

<http://i3project.eu/>

<http://www.mediaroad.eu>

<https://www.f6s.com/i3-project>

https://twitter.com/EU_I3

https://twitter.com/mediaroad_eu