



Next Media SRA

Tivit Results Seminar 14.4.2009

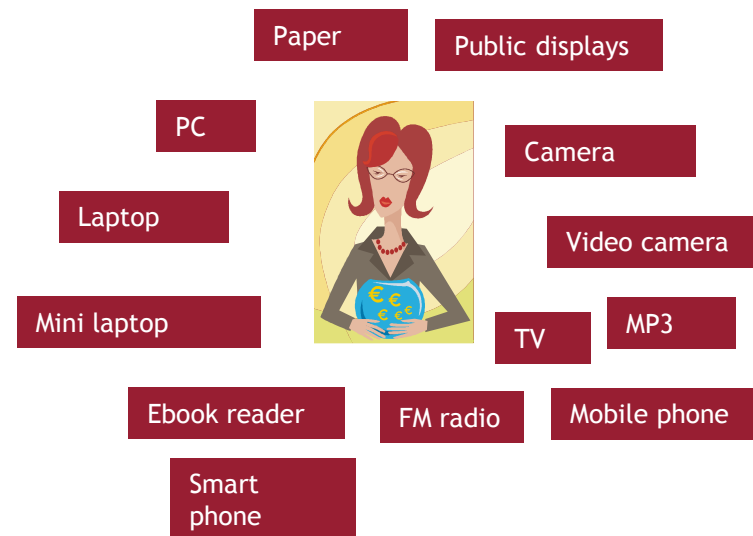
NextMedia team



Statements



- Media and entertainment is a major industry
 - Global media market > global telecommunications market, growth expectation higher
- Technology pushes media consumption
 - Content creation, processing and distribution become digital -> the value chain changes
- The power of the user grows
 - User gets more power and choices -> impact on media use and advertising
- Advertising is going digital
 - Important source of income



Traditional media industry has to reinvent itself



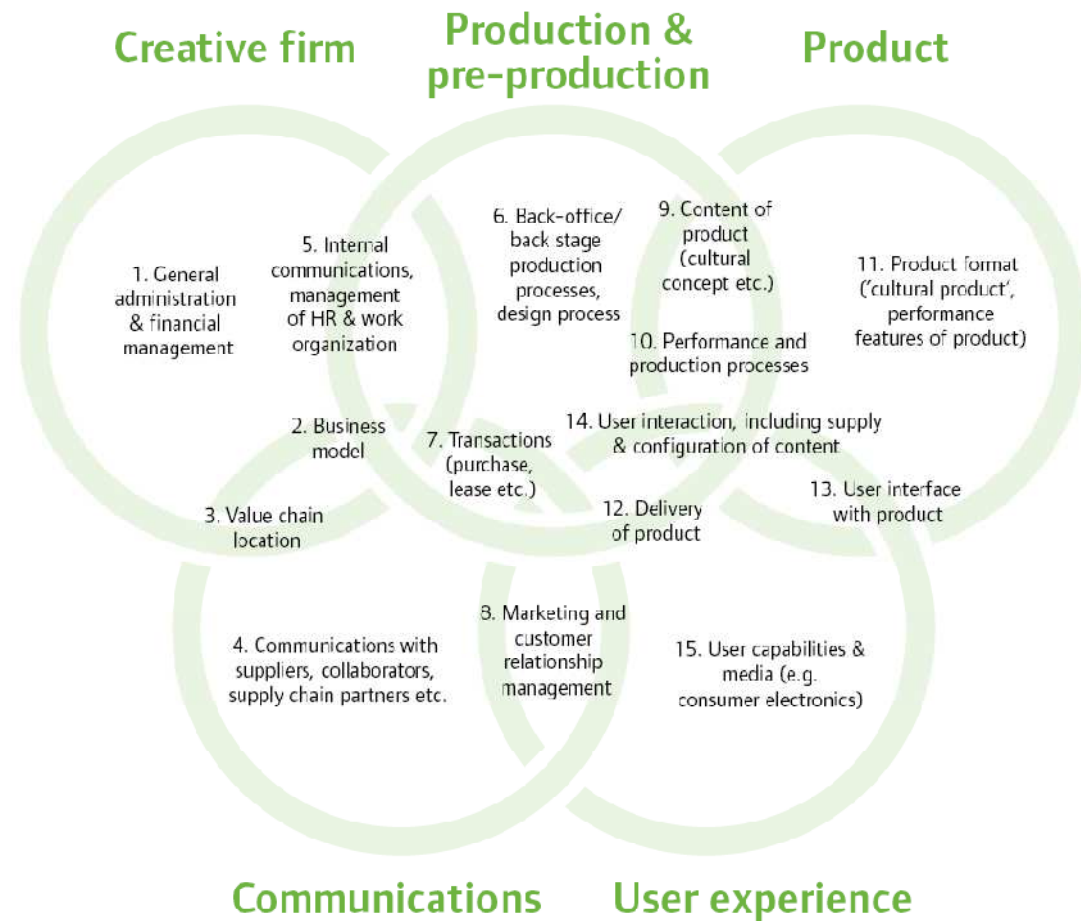
- Traditional media companies (TV, newspaper, magazines, books) show moderate growth predictions:
 - Especially print products need to be developed into cross media services
- The media industry has to closely follow new trends (social media etc) and adapt dynamically
- Sustainability and environmental challenges *both* in electronic and printed media
- Digitalisation opens up new internationalisation and export opportunities for Finnish media companies
- Fast and agile creation of digital media concepts and platforms requires efficient innovation ecosystems



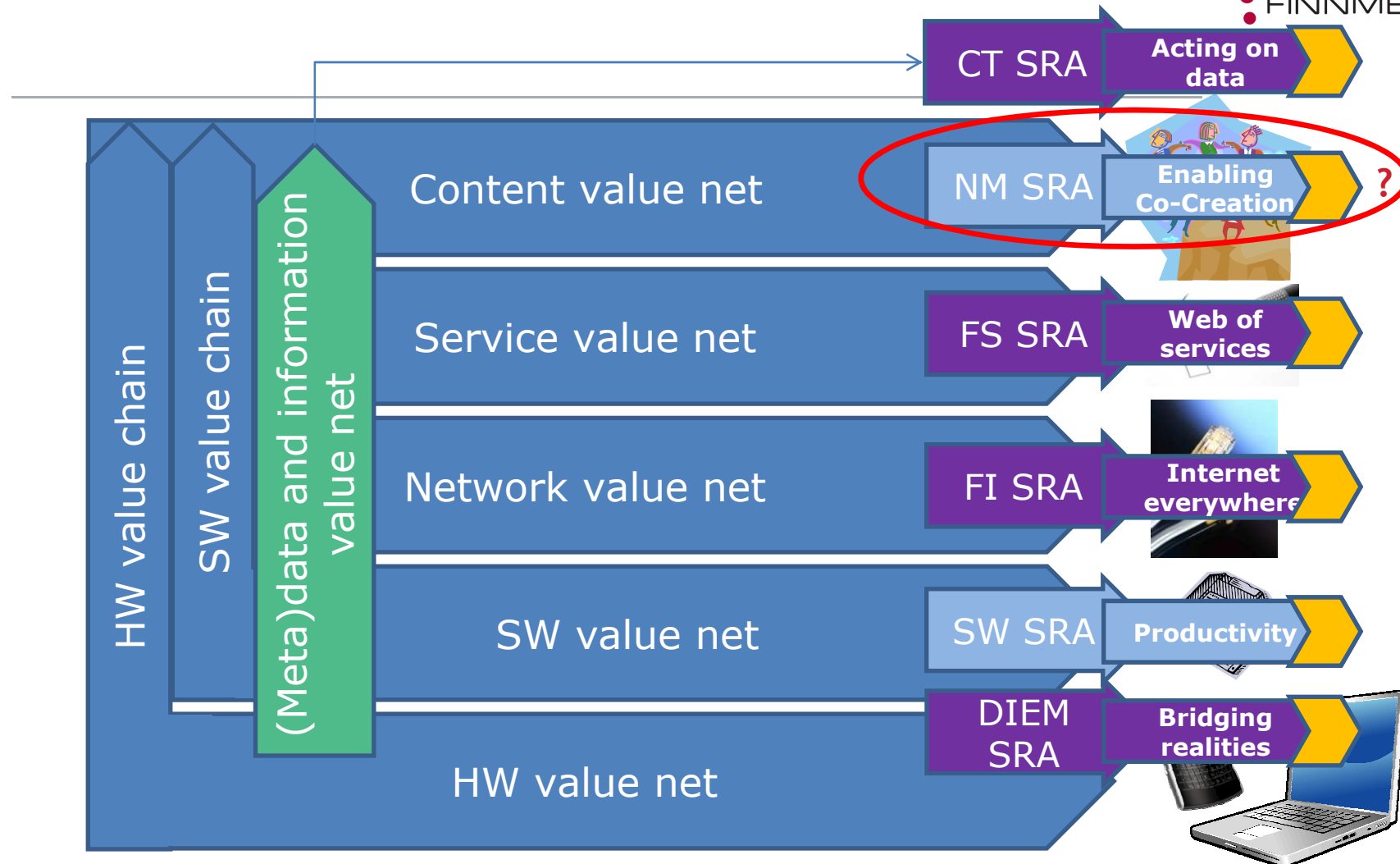
Media and entertainment industries are highly innovative



- Low R&D investments in traditional measures
- However, majority of innovations made by the creative industries are hidden
- Most of the R&D&I in creative and media industries is not measured using traditional innovation indicators
- Digitalisation and ICT technologies offer a wide range of opportunities
- Need to formalise the innovation process



Source: Miles & Lawrence 2008, Hidden innovations in the creative industries



CT = Cooperative Traffic ICT
 NM = Next Media
 FS = Flexible Services

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 TIVIT Confidential

FI = Future Internet
 SW = Software
 DIEM = Device and Interoperability Ecosystems

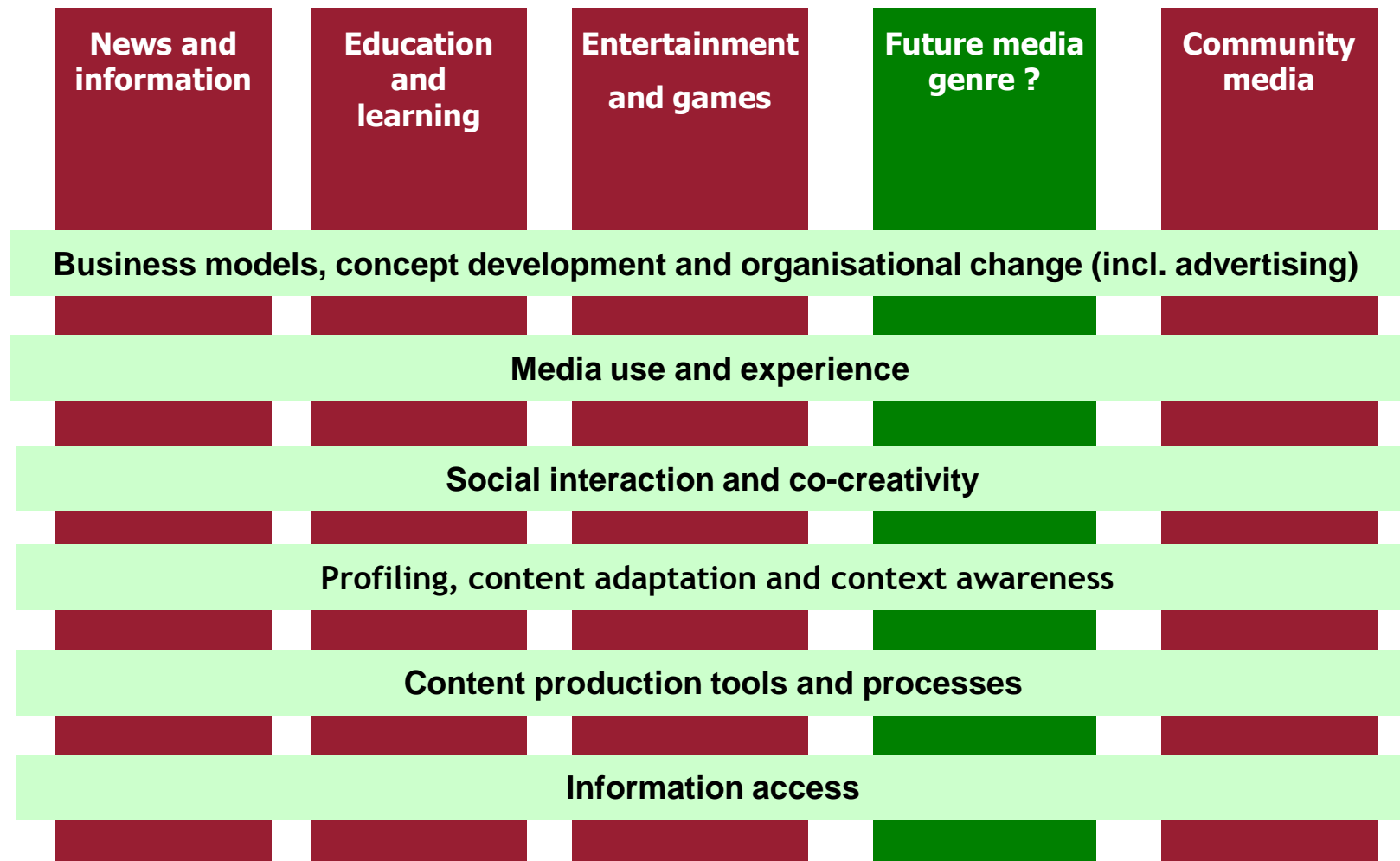
Next Media SRA: Vision

- By 2015, seamless co-creation and consumption of media content is an essential part of people's everyday lives.
- Finnish media industry finds new ways to capitalise content.
- The creation of competitive media concepts and enablers for domestic and international market is accelerated by highly efficient, agile processes.

Breakthrough target

- Rapid *co-creating*, offering, distributing, consuming and monetising content in real and virtual environments.
- Performance metrics:
 - The number of users of new media services originating from the Next Media programme.
 - Turnover and number of jobs generated from the Next Media innovations.

R&D&I themes in Next Media (horizontal and vertical)



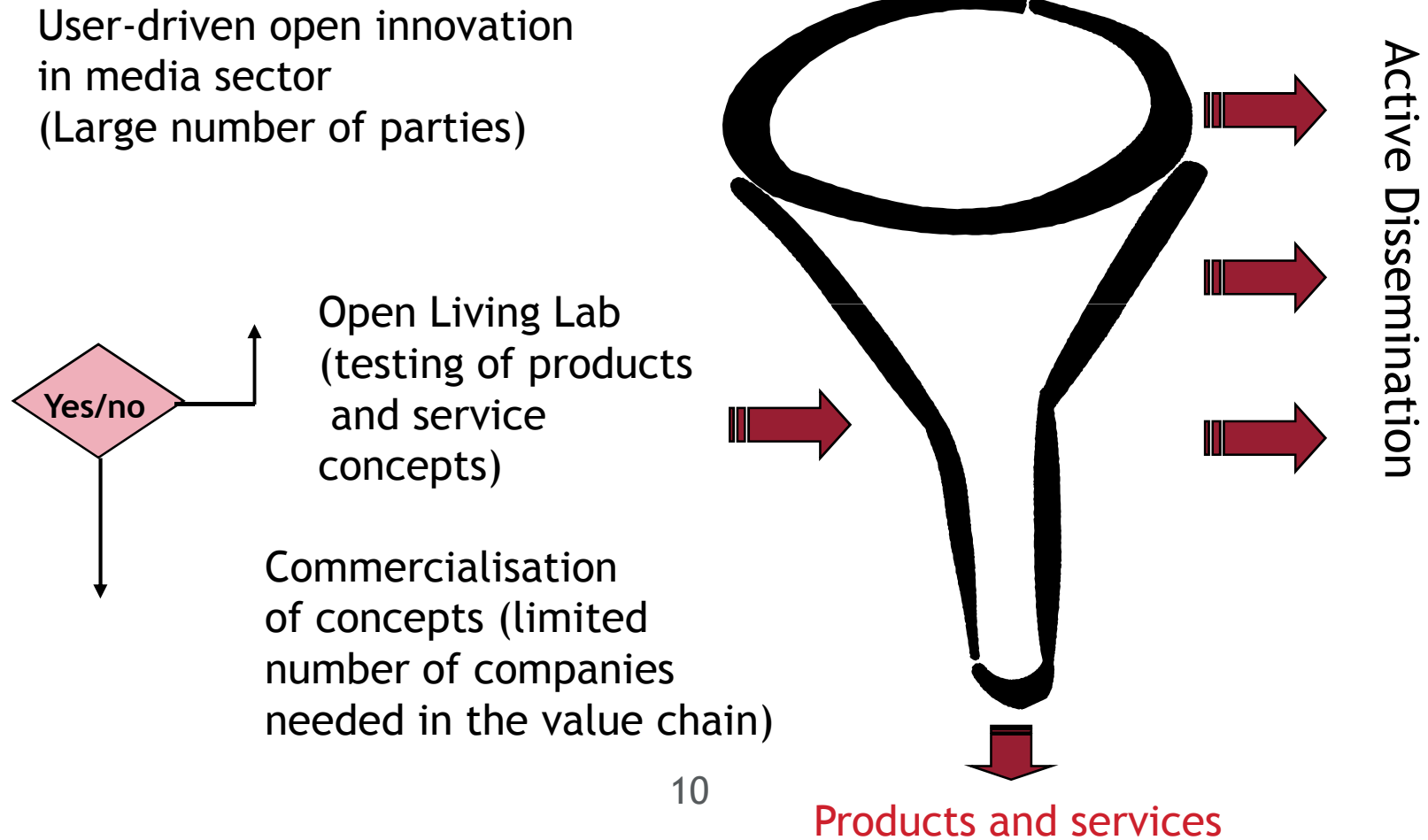
Strategic targets in building the Next Media ecosystem



- Create an open innovation and co-creation environment
 - Users, media companies, players of advertising value chain, ICT-providers, service providers, operators, device manufacturers, research organisations, governmental bodies
 - Link together established media companies and new actors (e.g. Digi Cluster = DigiOske)
- Create a better understanding of consumer behaviour
- Enlarge the R&D&I cooperation with international research organisations and companies with the aim to be a part of the global top community in media technology research (e.g. EU7: NEM, PREN etc.)
- Build a bridge and foster cooperation between TIVIT and the Forest Cluster SHOK, especially in hybrid media
- Find new methods to generate internationally scalable media concepts and services



R&D&I process



Next Media core group and other interested parties (so far)



Core group

- Sanoma
 - Sanoma News
 - Sanoma Entertainment
- Alma Media
- Talentum
- Tieto
- Elisa
- Nokia
- TKK
- VTT
- HIIT

Interested companies

- Basso Media Ltd
- Esa-konserni
- Hansaprint Oy
- Jutel Oy
- Lehtiyhtymä
- Sanoma Magazines
- Sanoma Lehtimedia
- Suomenmaa Yhtiöt Oy
- Tammi
- YLE

FS - CrossMedia

- Anygraaf Oy
- Finnish News Agency
- Forssan Kirjapaino Oy
- Itella
- KCL
- KSF Media Ab
- Logica
- Profium
- Sanoma Data
- Sanoma Magazines
- Yhtyneet Kuvalehdet



Other interested parties (so far)

- Finnish Newspapers Association
- Helsinki School of Economics
- Metropolia University of Applied Sciences
- Mikkeli University of Applied Sciences
- Tampere University of Technology
- University of Arts and Design Helsinki
- University of Helsinki
- University of Jyväskylä
- University of Tampere, Department of Journalism and Mass Communication
- Åbo Akademi

