

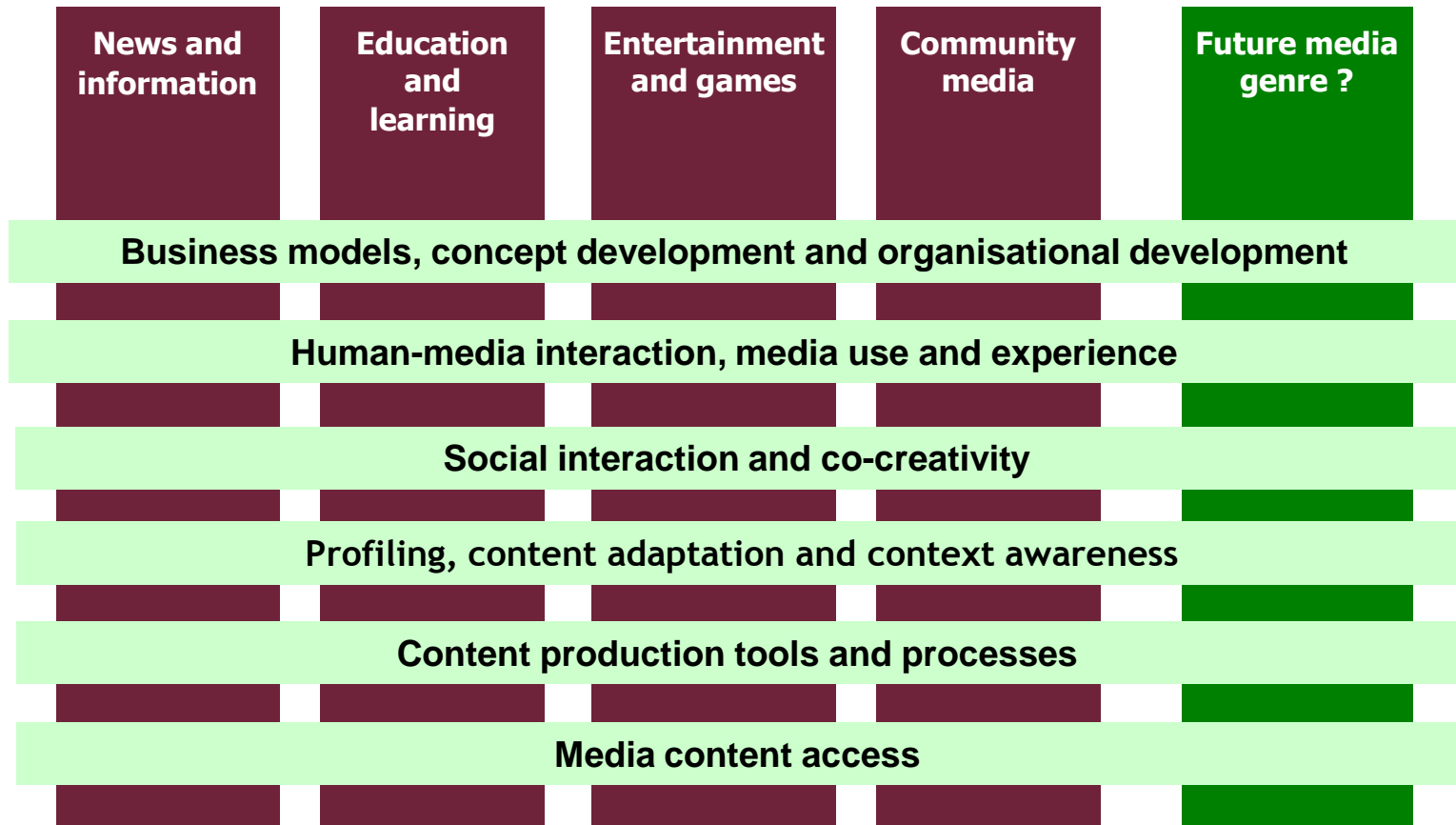
TIVIT Foresight Seminar 2009
4.11.2008

Next Media
Programme proposal

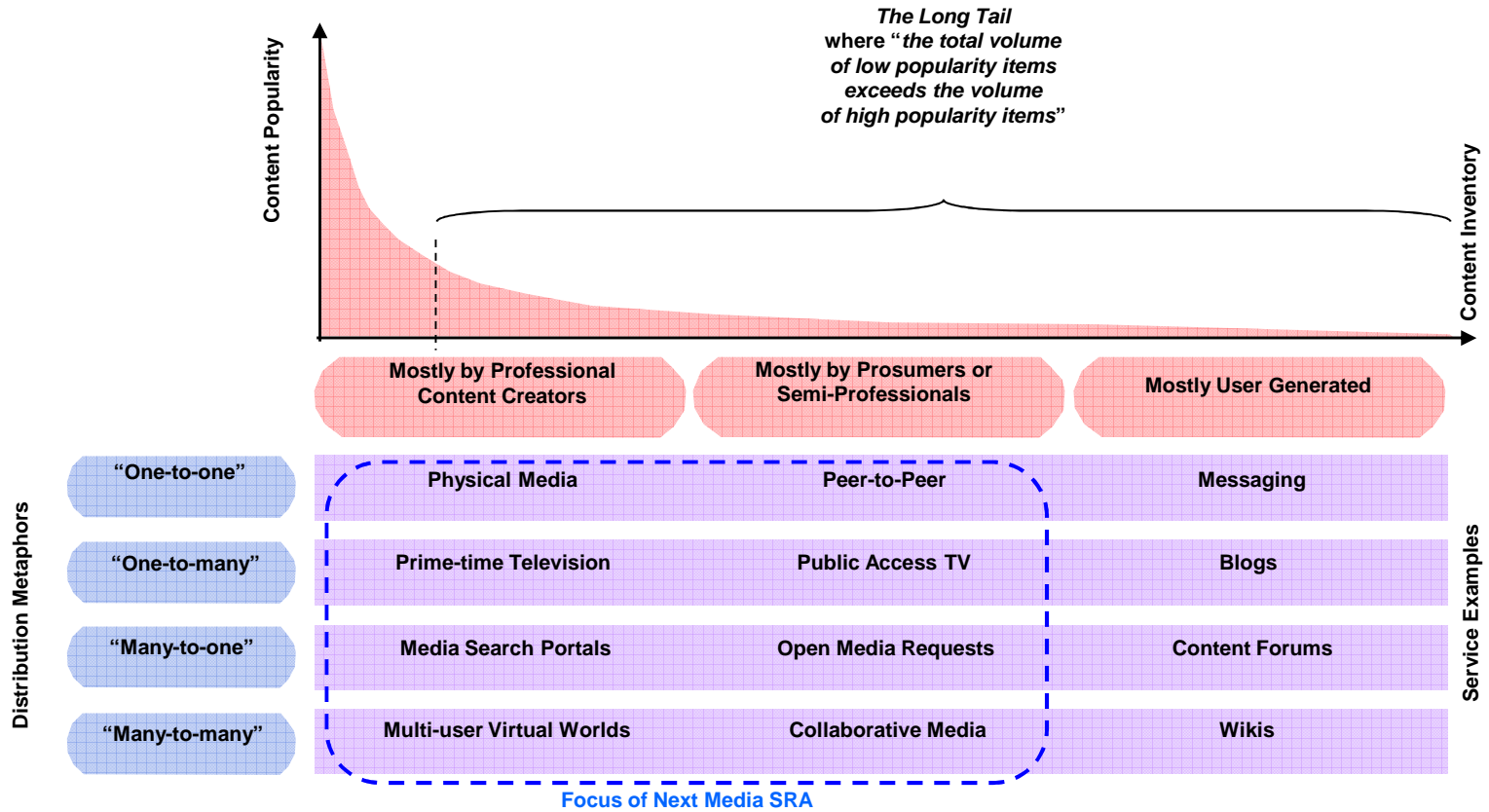


Eskoensio Pipatti
4.11.2009

- **Next Media last time presented in April in TIVIT Results and Strategy Seminar by Helene Juhola from Viestinnän Keskusliitto (FinnMedia)**
- **Helene led the Next Media SRA process in Spring**
- **All major research organizations and all major companies in the Media field participated the SRA work**
- **Sanoma accepted the position of leading company of Next Media in May**
- **Next Media SRA was accepted by Tivit board in the end of May**
- **Now we are on the verge of sending complete Programme plan to Tivit board for acceptance**



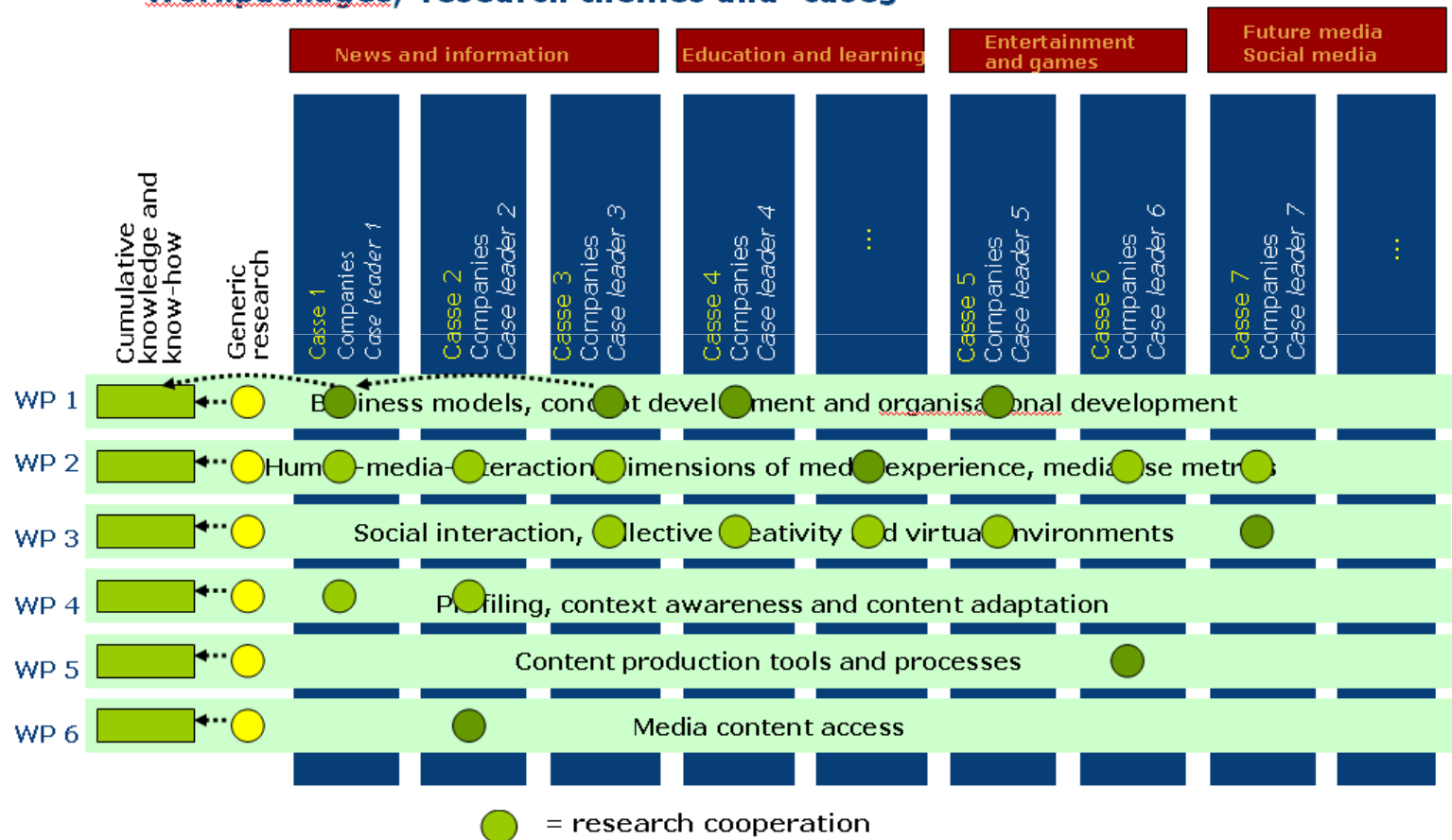
The scope of Next Media



Source: Next Media SRA

Next Media Programme structure

Workpackages, research themes and cases



- **Next Media vision is by 2020 to increase the knowledge and know-how of Finnish researchers and companies of media sector beyond the international level and achieve significant growth in revenue and especially in international revenue**
- **Next Median visio on kasvattaa vuoteen 2020 mennessä media-alueen tutkijoiden ja yritysten tietopääomaa ja osaamista Suomessa yli kansainvälisen tason ja saavuttaa tällä merkittävää liikevaihdon ja erityisesti kansainvälisen liikevaihdon kasvua**

- **The biggest concern in spring was how to activate companies to participate**
- **The biggest concern in the autumn has been the overwhelming interest of a growing and growing number of companies**
- **Next Media received double the amount of initiatives that can be fitted into a TEKES SHOK programme**
- **Over 70 companies at best**
- **The number of initiatives led to the postponing of the programme proposal**

- **The final programme/project proposal will include almost 50 companies from media sector**
- **All major research organizations of media sector involved**
- **Next Media had to go through a difficult compression process: half of the company resources had to be delayed until next year planning or their expenses cut**
- **Criteria was set to find the initiatives that promote the objectives of Next Media in the best way**
- **The final proposal will comprise 19 company cases and 12 M€ of company and research resources**