División
Programas de la UE

MINISTERIO DE ECONOMÍA Y COMPETITIVIDAD

CDTI Centro para el Desarrollo Tecnológico Industrial

POSIBILIDADES DE PARTICIPACIÓN PARA LA INDUSTRIA CREATIVA EN EL ÁMBITO DE ICT

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CDTI

NCP de ICT en Horizonte2020

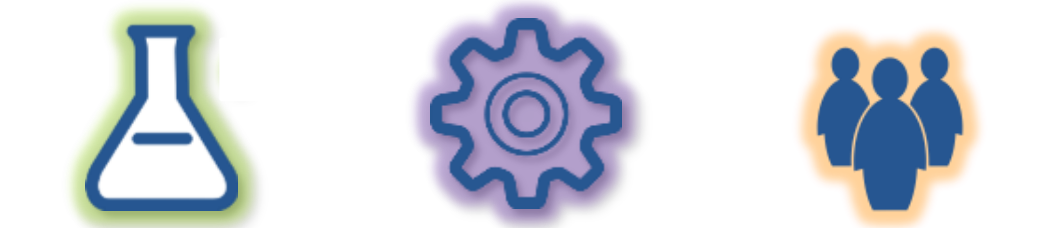
- Importancia de las Industrias Creativas para la economía de la EU
- Creciente demanda de contenidos digitales de alta calidad

7.7 mio jobs

2.2 mio companies *85% SMEs*

€ 625 billion revenue

Advertising
fashion
and video
music visual
films publishing
press
performing arts
radio craft
games
design
architecture



Excellent Science (24.4 B €)

- European Research Council (13.1 B €)
- Future and Emerging Technologies (2.7 B €)
- Marie Skłodowska-Curie Actions (6.1 B €)
- Research Infrastructures (2.5 B €)

Industrial Leadership (17 B €)

- LEIT = Leadership in enabling and industrial technologies
  - ICT
  - Nano, new materials
  - Biotechnology
  - Space
  (13.5 B €)
- Access to Risk Finance (2.9 B €)
- Innovation in SMEs (0.6 B €)

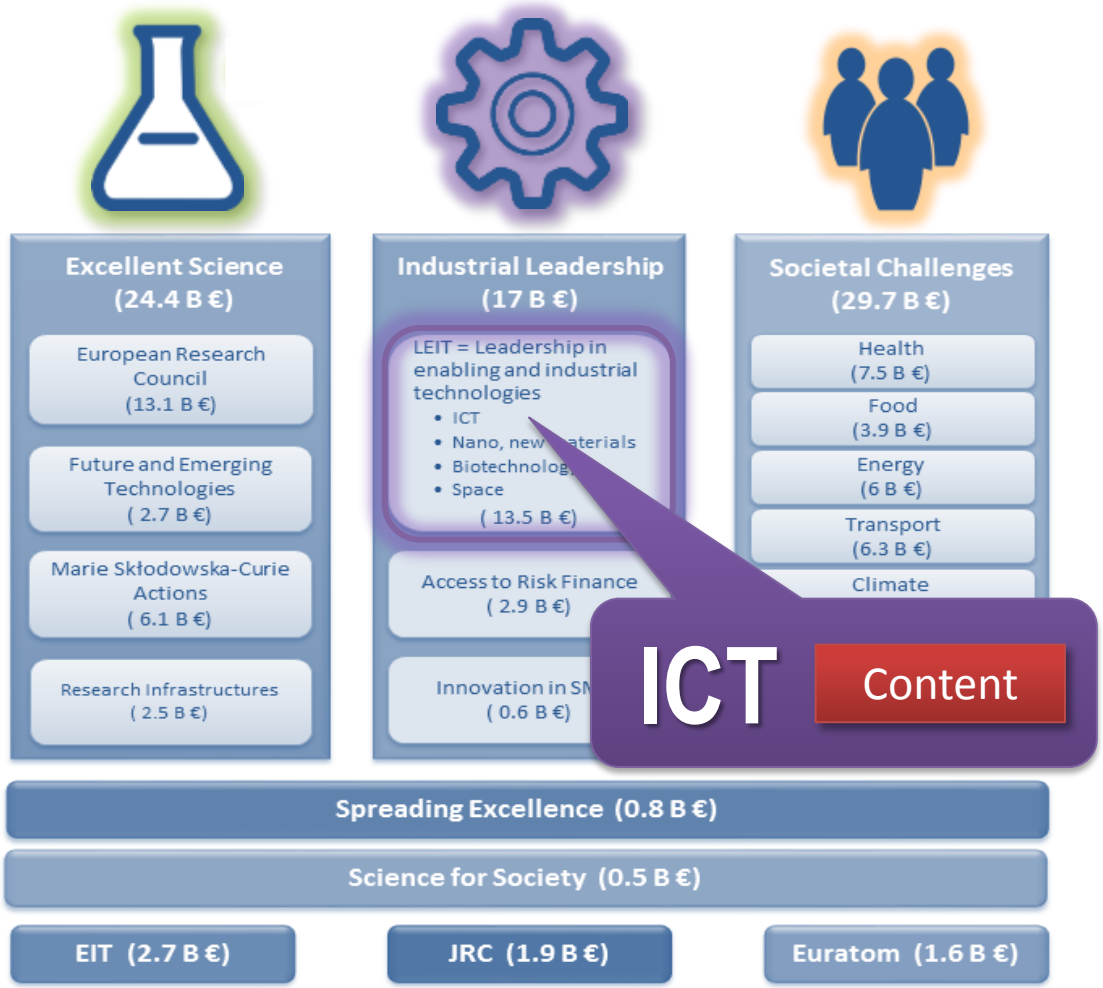
Societal Challenges (29.7 B €)

- Health (7.5 B €)
- Food (3.9 B €)
- Energy (6 B €)
- Transport (6.3 B €)
- Climate (3 B €)
- Inclusive Societies (1.3 B €)
- Security (1.7 B €)

Spreading Excellence (0.8 B €)

Science for Society (0.5 B €)

EIT (2.7 B €) | **JRC (1.9 B €)** | **Euratom (1.6 B €)**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Convocatorias @ H2020

Convocatorias 2017 @ H2020

Para industrias creativas en H2020

ICT-19-2017: Media and content convergence. 8-Nov

ICT-20-2017: Tools for smart digital content in the creative industries. 25-Abr-2017

ICT-21-2016: Support technology transfer to the creative industries.

ICT-22-2016: Technologies for learning and skills.

ICT-23-2017: *Media and Content Convergence* 25-Abr-2017

ICT-24-2016: Gaming and gamification.

ICT-36-2016: Boost synergies between artists, creative people and technologists.

ICT 19 - 2017

Media and Content Convergence

- ***New services*** around convergence of broadband, broadcast and social media.
- Towards a fully ***personalised and interactive*** user experience.
- Increase ***use of ICT technologies*** in the Media industry.

ICT 20- 2017

Tools for Smart Digital Content in the Creative Industries

> Goals: Making **content "smarter"** thanks to new and emerging technologies

Maximising the potential for **re-use and re-purposing** of all types of digital content

> Should:

- Clearly specify which **sector(s) of the Creative Industries** are being addressed.
- Demonstrate significant **progress beyond SoA** in digital content production and management
- Focus on **technologies for the production** of new content or for the enhancement and (re-)use of already existing digital content

ICT 20- 2017

Rationale & Challenge (II)

17 M€
2-4M€/proy

Important:

- **Digital content:** Can be of any type (*text, video, games*...) (production of the content, not funded).
- **Consortia**: Should include representatives from the targeted *Creative Industries* with a leading role in the design of solutions and their validation.
- **Expected results**: Between technologies validated in lab conditions and technologies *demonstrated in industrially relevant environments* (TRL 4-5).

ICT 20- 2017

Research & Innovation Actions

Impact:

– Increase the potential for ***re-purposing and re-use of digital content*** in order to diversify the market and improve ROI for producers

– Improve technologies for ***digital content production*** and management

– ***Reduce costs*** for the production of enhanced digital content

– Proposals should provide concrete ***individual impact statements*** including clear qualitative and quantitative objectives and success indicators.

ICT 23- 2017

Interfaces for accessibility

> RIA:

- Intelligent, affordable and personalised **interfaces for people with cognitive disabilities**. Should recognise user's abilities &be able to detect behaviours, patterns, emotions and intentions in real life.
- Test solutions, models and algorithms to improve (and act upon) **information extraction from brain** and neural signals.

> IA:

- Automatic support to **web assessments**, fast processing of dynamic content and large volumes, and combination of automatic /expert reviews.

ICT 23- 2017

Interfaces for accessibility

12M€
2 M€/proy

Impact (a):

- Improved communication and **interaction capability** of people with disabilities and facilitate social innovation;
- More affordable **technologies and products** that support interactions for people with disabilities;
- New generation of **services** that are highly adaptable and personalisable to individual contexts;
- New approaches to **brain computer interfaces**.

Impact (b):

- Easier and more cost effective **assessment of web accessibility** requirements, at scale.

Industrias Creativas @ H2020

Proyectos en marcha (2015-16)

- ***Call 1 projects*** *https://ec.europa.eu/digital-single-market/en/news/h2020-innovation-actions-supporting-creative-industries*
- ***Call 2 projects*** *https://ec.europa.eu/digital-single-market/en/news/new-projects-supporting-creative-industries*

- **Menos masificada** que el resto de H2020 (éxito del 42% en la última convocatoria).
- Enfoque particularmente interesante para los **participantes españoles** (más de 5M€ en gamificación e industrias creativas).
- Altísimo **liderazgo español** (35% de proyectos financiados en última conv.).

CDTI

Apoyo que podemos dar

MINISTERIO DE ECONOMÍA Y COMPETITIVIDAD

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IDEA

ENCAJE CDTI

CONSORCIO CDTI

PREPARAR PROPUESTA

REVISAR CDTI

ENVIAR CDTI

EVALUACION

NEGOCIACION CDTI

PROYECTO CDTI

CDTI

CDTI

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HORIZON 2020
THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION

En H2020 hay hueco para la creatividad

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Dirección de Programas Internacionales