

Role of Media Sector in NGI

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Role of Media Sector – A success story in NGI?

The „Media Sector“...

- ... stretches across **creativity, technology and business**
- ... is highly **fragmented** with many (Micro) SME
- ... is a **key driver for innovation** in the Internet
- ... has **many links to the NGI Vision**
- ... **is not yet well enough presented in NGI**

How to improve links between NGI and Media?



www.nem-initiative.org

 @NEM_Initiative

European Technology Platform

Convergence between consumer electronics, broadcasting and telecoms

Just published a position paper regarding NGI: <https://bit.ly/2pHYLIH>



<http://www.mediaroad.eu/>

 @mediaroad_eu

Focused on audio-visual media and radio sector

Bridging gap between creativity and technology to create ecosystem for innovation in media