Motivation for Nordic cooperation

- Nordic countries at the edge of digitalisation
- The structure of media market is quite similar
- The traditions of cooperation exist
- Next Media - a trailblazer in organising innovation development

➢ We can learn from each other
➢ A good chance to create basis for EU projects
Nordic and European collaboration towards H2020

- Over 3 years of systematic work
- Next Media way of working and collaboration between companies and research has formed into an international brand
- Next Media has initialized Nordic and European cooperation and the lobbying of H2020 legislation work

Nordic Next Media - Topics

- Democratic functions in local communities
- Business from new terminals and channels
- Big data technologies in media
- Digital first media concepts
Nordic Next Media Finland 2014 -2015
Digital First - in the pipeline

Toimialan haasteita

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Lähde: VKL Toimialastrategia esiselvitys, 2013
Digital First means business thinking where decisions are made having digital publication as the first priority.

- Digital First means a fundamental change in the logics of content production = media concepts and work processes, packaging, scheduling, delivery, consumer business as well as in media content and skills to create them.
Examples of topics

- **Easy access, easy payment** of digital media products and services
- **LivePaper** based, internationally viable ecosystem for delivering media content
- New **services adapting to user needs** also in real time
- **Tools** to bring **data journalism** as a part of everyday work
- **Tools** for integrating **UGC and advertising** in editorial processes
- Digital First **editorial systems**
- Magazine business related new **digital first service concepts**
- **Attractiveness of interactivity** in advertising
- The use of **audio and video at digital age** in enriching media products and services
- **Engaging advertising formats** for customer’s purchasing path
Partners currently involved

+ companies from other Nordic countries, from other parts of Europe and US

Research group project - Nordic partners

- VTT
- Aalto University
- Tampere University of Technology
- University of Tampere
- University of Helsinki
- Metropolia

- Norwegian University of Science and Technology
- University of Stavanger
- University of Bergen

- Royal Institute of Technology
- University of Gothenburg
- Halmstad University
- Södertörn University
- University of Stockholm
- University of Lund
- Linnaeus University

- University of Aarhus
- University of Roskilde
- Copenhagen Business School
Requirements for Digital First

- The project must reform the industry
- Aiming at a **leap on a strategic level**
- **Clear business goals**
- **Genuine Nordic cooperation** especially in research group project

**Status:**
- The ambitions in media companies to **increase digital publishing revenues** in next four years time are challenging
- The project will support these goals
- Technology providers, that are mainly SMEs, are developing new solutions targeted to **international market**

**Kohti Horisontti 2020:aa**

**First potential projects:**
- **LivePaper**, (VTT, Leia Media, Anygraaf, + others, Springer Verlag, Polska Presse, Dagens Nyheter, Stampen, Nya Tidens Media, UTA, Halmstad University,...)
- **“Customer journey through magazine media - New possibilities for intelligent services”** (VTT, EMMA, Alkakausmedia, A-Lehdet, Harsaprint, Dagmar, the University of Cambridge (Cambridge Service Alliance), Fraunhofer and University of Nürnberg, Linneus University, Copenhagen Business School)
- **Data Journalism** – aihio valmisteilla parhaillaan, UTA etc...

**Planning of joint project**
- **NORDIC NEXT MEDIA**
- **HORIZON 2020**
- **FINLAND**: Digital First, Country coordinator: Finnmedia
- **NORWAY**: New Media Network, Country coordinator: MBL
- **SWEDEN**: Stampen, Mkt Tidningsutgivarna
- **DENMARK**: Visiolink
- **WAN-IFRA MEDIA INNOVATION HUB, OPENMEDIA; Media ”platform” for Horizon 2020** (European driven but globally open)
- **Lobbying H2020 2016 calls**
  - Finnmedia, Sanoma, ENPA, WAN-IFRA
- **WAN-IFRA lead**
- **Data Journalism** – aihio valmisteilla parhaillaan, UTA etc...
Timetable 2014

- The purpose is to file the application in March – beginning of April
- The project could be launched in April by own risk
- Everything is depending on our ability to create challenging enough plans!!

But as my former colleague from VTT used to say

“We have been hired to do difficult things!”

Thank you for your attention!

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