

media4D

meeting place for social innovation

3[°] EUROPEAN CONFERENCE IN PARIS

**Visual Content Meets Technological Innovation:
From social innovation to market opportunities**

www.socialmedia4D.com



Wednesday 9 July 2014

from 8h45 to 17h30 from 8h45 to 17h30 followed by a networking Gala dinner

Paris 8 University - 2, rue de la Liberté - F 93200 Saint-Denis

Followed by a networking Gala dinner

We are pleased to announce the 3rd **social innovation conference Media4D** that will take place on 9th of July 2014 in Paris/France, where accessibility topics in the media and digital content fields will be discussed.

In a special partnership, this one-day-social-innovation-conference Media4D 2014 will be collocated with ICCHP 2014, the 14th International Conference on Computers Helping People with Special Needs, and University Paris8 Vincennes-St.Denis will host both events. With specific top identities, both conferences will organize jointly the opening session as well as the common Gala Dinner.

Media4D aims to be the place where different communities meet like content providers, broadcasters, vendors, user representatives as well as R&D communities, public institutions and representatives from the European Commission and investors. This event will be the platform that allows SMEs and very small sized companies to get in touch with European players, find partners and potential investors.

Media4D is the place to get access to best practice and showcase examples, discuss the state of the art in terms of accessibility in the audiovisual and digital content field: R&D, content, audiences' needs, but also financing and funding for content providers as well as potential new business models will be among the topics. Creative people who include accessibility from scratch within their content production process, story telling or scenario writing will create very original œuvres and therefore also interest larger audiences.

To create awareness among creative people, we built a partnership from the very beginning with ECU-The European Independent Film Festival (www.ecufilmfestival.com), which dedicates the jointly created ECU-E-Inclusion Award to one accessible film submission.

2015 will be the term for legal obligations to give access to all people to cultural resources. This is why experts and top quality speakers from the whole value chain will discuss upcoming changes and economical issues. At the end of the conference, we invite all participants to the Gala Diner of both conferences.

Programme and registrations will be opening March 2014. A programme committee will guaranty the independence and quality of the programme

COMMUNIQUE DE PRESSE – MARS 2014

media4D aims at becoming a reference event between research and content players. After the 2nd Media4D conference, we set up the *public-private partnership Think Tank Media4D*. This initiative is focusing on accessibility and the media (4 screens). It is developed with the support of the French State, represented by Direccte Ile-de-France within the “Greater Paris” project and Plaine Commune, the North Paris Urban Community, through its *Cluster of Culture and creation*. Among others, the Media4D Think Tank intends to integrate accessibility from scratch into the content production process and make it “accessible for all”, while considering the needs of specific populations (like disabled people, ageing populations, vulnerable populations). The 3rd Media4D conference will also valorise the work of this Think Tank.

Who should attend?	Why should people attend?
<ul style="list-style-type: none"> • Producers, filmmakers, screenplay writers and other creative people • Advertising agencies and advertisers • Broadcasters, TV networks, internet service providers, vendors/equipment providers, other TV representatives • R&D communities and clusters • Regulatory authorities and professional federations • User group representatives • Investors, financial experts, venture capitalists • Think tank representatives and opinion leaders 	<ul style="list-style-type: none"> • Extensive cross-community networking • Opportunity to create projects and build financing • Share ideas and be creative • Make social innovation into market opportunities • Business Opportunities for Communities Involved

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<p>For Users:</p> <ul style="list-style-type: none"> • The chance to be recognised. • The ability to see artistic and creative aspects involved in meeting their needs. Examples include authoring qualities for audio description and subtitles (closed captioning), gesture harmony in Sign Language, and overall "clear line" drawing across various features. 	<p>For Stakeholders:</p> <ul style="list-style-type: none"> • The ability to access the content community. • Develop e-Accessibility within the content production chain. • Gain high visibility. • Reduce time to market. • Receive feedback from professional users of e-Accessibility.
<p>For the Content and Creative Community:</p> <ul style="list-style-type: none"> • Discuss and learn state-of-the art developments, technological challenges and opportunities. • Generate specific user experiences through dedicated programs. • Gain high visibility through social engagement and new tools to utilise. • Reduce the cost of meeting legal requirements by planning ahead instead of dealing with legalities afterwards. • Finding new finance avenues by incorporating e-Inclusion techniques. 	<p>For Clusters, Public Bodies, European Project Managers, and Others:</p> <ul style="list-style-type: none"> • Promote high quality debates among concerned players. • Bring different communities together and allowing through working relationships. • Promote networking and collaboration between players and other business participants. • Create a dialogue of ongoing projects with similar e-Accessible interest.

About ICCHP

The 14th biennial International Conference on Computers Helping People with Special Needs (ICCHP) will be held in Paris, France. After 2004, when Université Paris VI hosted ICCHP, we are excited that ICCHP is back to Paris and is proud to be hosted by Université Paris 8 Vincennes-St.Denis.

Paris8 is a major teaching and research centre for humanities in the Île-de-France region focusing on humanities, human sciences, arts and social sciences. It is one of the first and still one of the few universities successfully offering a master in AT called “Technologie et Handicap” since 2001. This makes Paris8 very well suited for ICCHP in terms of R&D, teaching and also for their professional services for students with disabilities (“Le service Accueil handicap”) and you can expect a professional team cooperating with the experienced ICCHP team from former events.

Society is changing fast but the mission and the goals of ICCHP are still valid: Making ICT accessible and tailoring AT and services to allow inclusion and participation in all aspects of society. From the inception of the conference, ICCHP has been a vibrant forum for the discussion on the needs, contributions and quality of life of people with special needs. Many topics, from educational issues, mobility support, and issues associated with the aging to disability rights, are openly discussed at ICCHP in an inclusive and agreeable venue. Cutting edge scientific breakthroughs and discussion of complex issues related to these topics can be found at ICCHP.

Once again publishing with Springer Lecture Notes in Computer Science will make the scientific output of researchers in our domain available also to a broad mainstream audience where we expect that our results will support a broad implementation of eAccessibility.

The meeting will host high-quality, well reviewed submissions from scientists, users, practitioners, educators and policy makers from around the world. In addition to the traditional paper sessions, the meeting also invites industry representatives showing their new products and looking for new ideas. In particular ICCHP welcomes young researchers, the next generation of experts in our field, and invites them to contribute to the Young Researchers Consortium as well as to the SS12 coding competition. Additionally, the conference affords spaces and times for less formal discussions – an important factor supporting the transfer of knowledge so needed in our endeavours.

In 2014, to emphasise the growing importance of multimedia and digital as well as multimedia content, ICCHP co-operates closely with Media4D and also implements a stage for discussions, networking and presentations on multimedia accessibility.

Examine our current call for papers and plan on joining us in July 2014 in Paris. ICCHP is a fun, stimulating and inclusive venue for presenting research.

Come and get involved!

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