tems trusted european media data space

Primera Cumbre De Espacios De Datos Gaia-x España

Francisco Fernández Perea (*HENNEO MEDIA)*

Presentación de casos de uso y proyectos de otros sectores (PSTC) – Sector Media

4 de diciembre de 20024

Funded by the Digital Europe Programme of the European Union Under Grant Agreement No 101123423

TEMS EU Deployment

Project No: 101123423

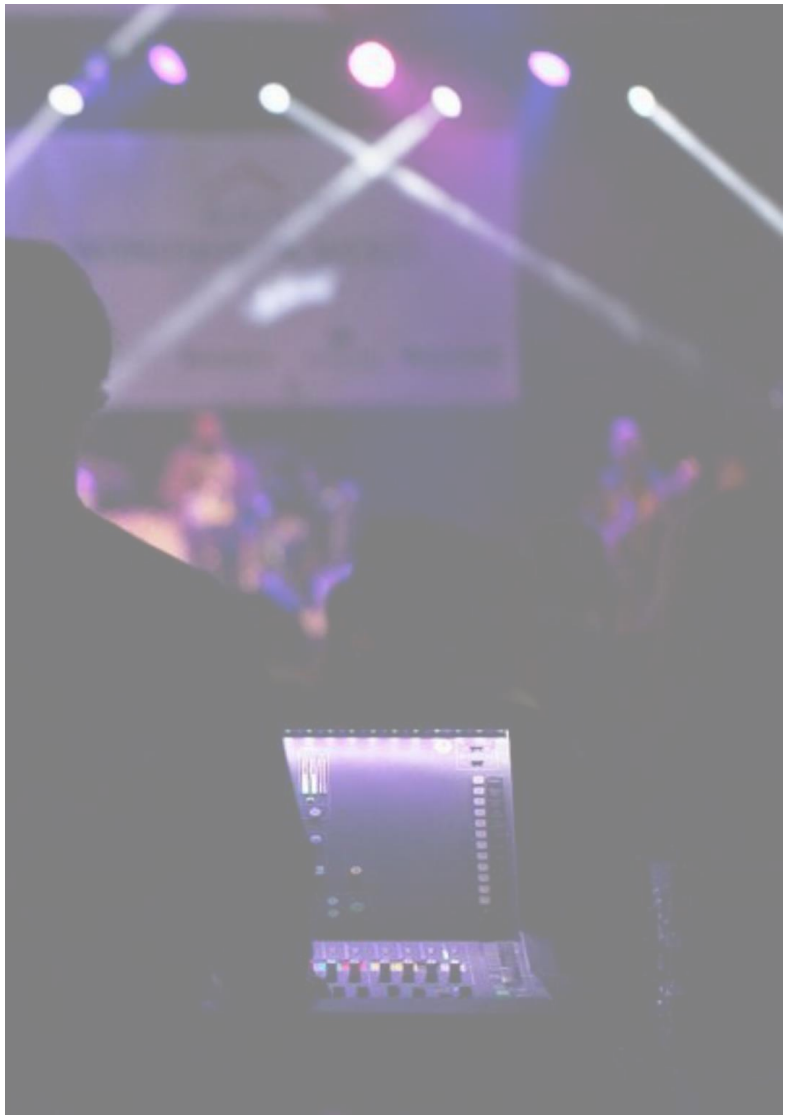
Start Date: 1st October 2023

Duration: 36 Months

Partnership: 31 Full Partners, 6 Associated Partners, 4 Affiliated Entities, 11 Countries

Strategic Objective: Set up and deploy a secure and trusted data space to enable Audiovisual and Media organizations to cooperate by sharing and accessing data in a mutually advantageous manner and in full compliance with the data protection legislation.

Total Budget: 16,5 MEUR



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Coordination

innovalia ASSOCIATION

Publishers

hiberus alayans HENNEO WAN IFRA :economedia

Producers

PROCIREP

Civil Society

European Cultural Foundation

Audiovisual Archives

cba ina

Press Agencies

dpa AFP APA

Broadcasters

EBU france•tv eitb vrt

Media Innovation

BEELD & GELUID SOCIEDAD DE PROYECTOS PARA LA TRANSFORMACIÓN DIGITAL ATC SWISS TXT CCSA cap·digital

Business Innovation & Data Ecosystems

carsa BAI DATA

Data Platforms & IT Infrastructures

orange DAWEX

Data Spaces

INTERNATIONAL DATA SPACES ASSOCIATION acatech NATIONAL ACADEMY OF SCIENCE AND ENGINEERING IO OI LAKES

Technology Providers

FINCONS GROUP panodyssey SCHICKLER ARCTUR Lum::invent STARTIN'BLOX

Certification & Standards

SQS ISAN IPTC

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MEDIA INDUSTRY CONTEXT

Rise of **AI technologies** and the speed of adoption of AI tools → urgent need for **better data management and control**.

Media organizations urgently need **to cooperate to develop and adopt data-driven processes** and solutions that will enable them to be more competitive.

Can a shared data space revitalize the European media industry and create new opportunities?

TEMS can be viewed as an ecosystem where entities from the sector, such as **TVs, press and news agencies, producers, publishers, distributors of audiovisual content, podcasters,** etc., generate new business models based on the data sharing.

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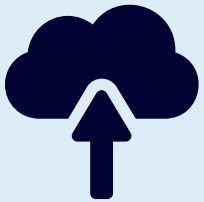
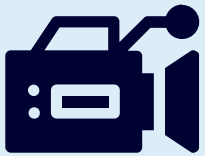
OBJECTIVES

Provide the necessary technical infrastructure ,governance and sovereignty mechanisms for secure and reliable data exchange.

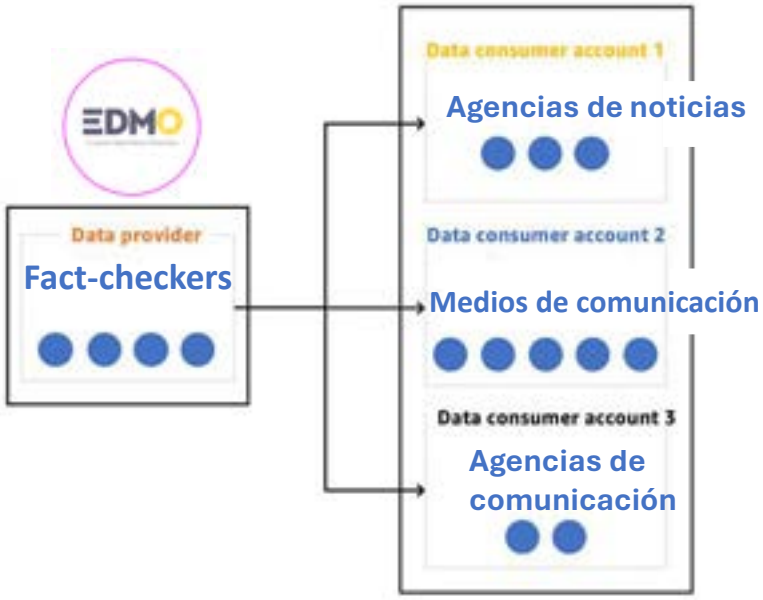


Building the data space **around 8 specific use cases** in which data will be shared and exploited to meet specific business needs in the media sector.

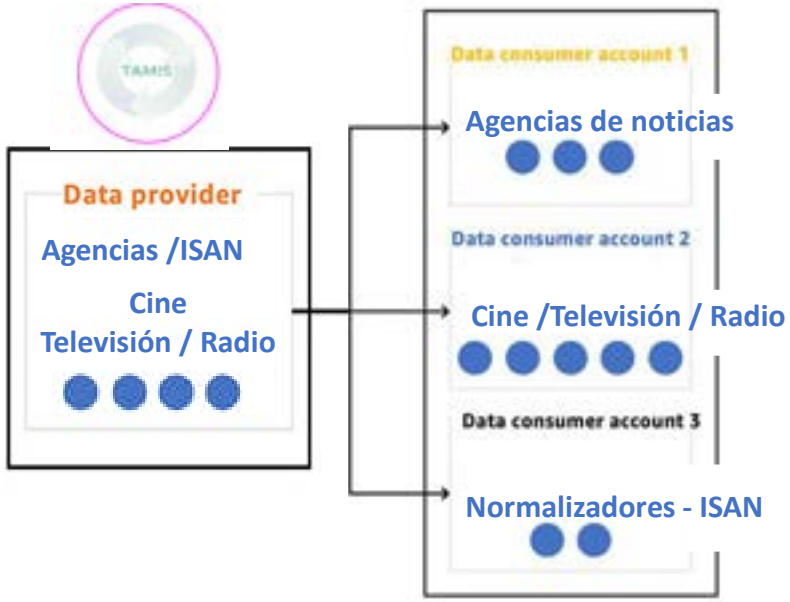


- **Fact-checking**
- **Audience Data**
- **Content Personalization**
- **Audiovisual Production**
- **New Formats with AI+XR**

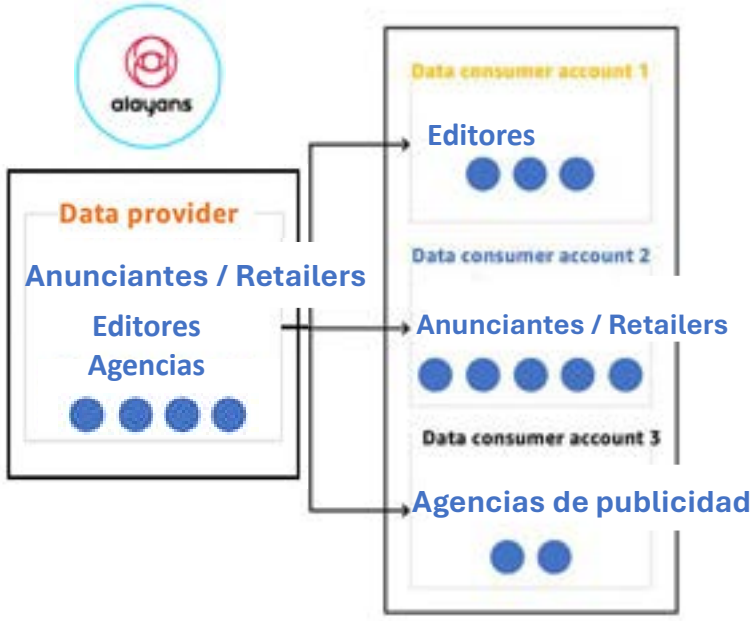
News and Fact-checking



Collaboration in Production Chain and DRM



Audience data, personalization & revenue st.



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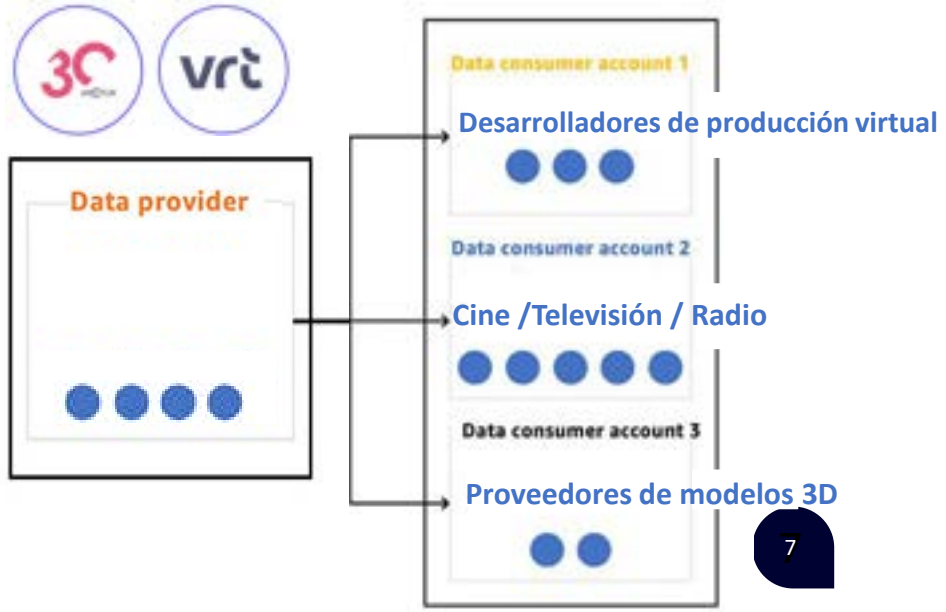
Innovation & New Media Formats



TEMS Blueprint DSSC v1.5 aligned

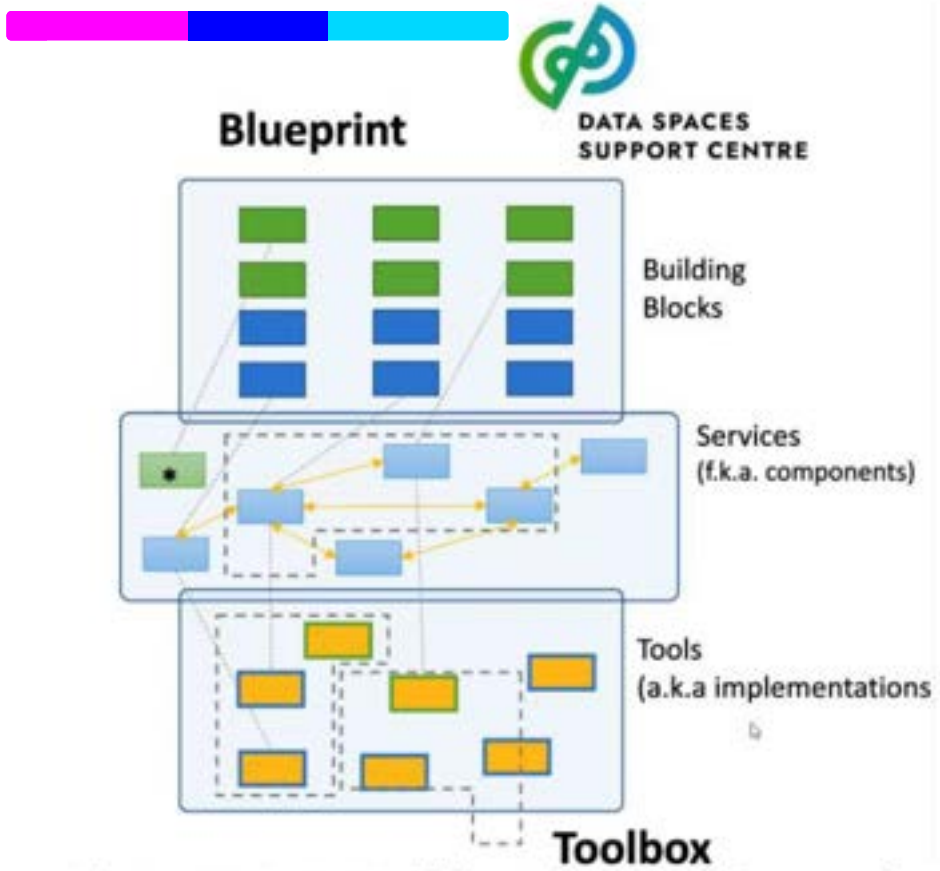
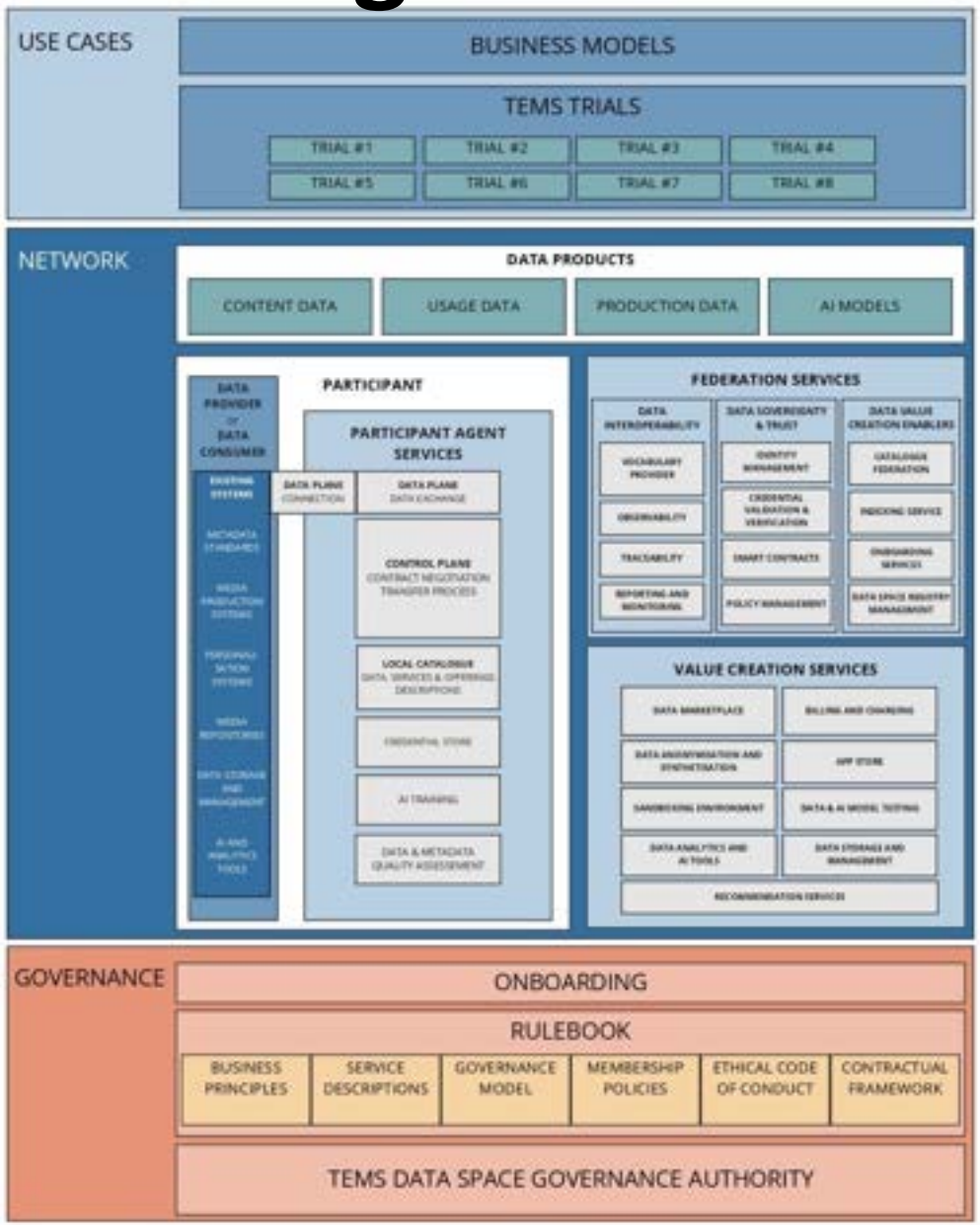


Figure 10: DSSC Building Blocks, services and tools



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Thank you!

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