



UNTIL 2020, 24 INSTITUTIONS WILL HAVE AT THEIR DISPOSAL

€9.5M FOR THE BIGGEST PORTUGUESE R&D PROJECT IN THE AREA OF MEDIA

PROJECT STARTS TOMORROW, TUESDAY, AT INESC TEC, IN PORTO

Twenty-four Portuguese institutions will have €9.5M until 2020 to start the biggest Portuguese R&D project in the area of Media. The ultimate goal is to develop a series of national businesses in the sector, reinforcing the presence of national entities in international markets by providing new products and systems aimed at the digital content sector.

CHIC (Cooperative Holistic View on Internet and Content) is the name of the project that started last October. The first general meeting with representatives from all partners will take place tomorrow, Tuesday, in the afternoon, at 2.30 pm, at the Institute for Systems and Computer Engineering, Technology and Science (INESC TEC), in Porto.

“We have been working to build this consortium in Portugal for some time now. Until 2020, we want to develop an ecosystem based on open formats and interoperable technologies that stimulate the creation of national content and its exchange between the different players of the value chain”, explains Alexandre Ulisses, coordinator of CHIC and innovation manager at MOG.

CHIC expects to export until 2020 the new products that it will develop, such as systems for real-time broadcasting of 4K video using IP in the cloud, a system for TV directing in the cloud, and a platform for digitally providing the National Cinema Plan to schools. The products will be marketed in 77 international markets, including Brazil, Germany, Spain, North America, Russia and Asia.

“We also expect a 15% increase in the current partner network of the companies of the consortium. The project also intends to increase the export capacity of national companies, aiming at achieving a percentage of overseas sales of 69% for sales of the project and at increasing the investment in R&D from companies participating in the project by 20%, thus reaching 22 million euros”, states Artur Pimenta Alves, scientific coordinator of the project and consultant to the Board of INESC TEC.

Coordinated by MOG, the project has several types of partners: technology-taking companies – MOG, Cluster Media.labs, GEMA, vMuse, SisTrade and Youon –, entities from the Portuguese science and technology system – INESC TEC, University of Aveiro, Catholic University of Portugal, University of Porto, University of Trás-os-Montes and Alto-Douro, Cinemateca Portuguesa, Porto Superior Institute of Engineering, Universidade Aberta and the Centre for Computer Graphics –, end-users – Jornal de



Notícias, OSTV, Porto Canal, Tadinense Artes Gráfica, Altice Labs and GMK Produções – and two clusters – TICE and ADDICT.

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Porto, the 13th of November of 2017