



**Automating Production of Cross Media Content
for Multi-channel Distribution**

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Dissemination and Awareness 2006-2007

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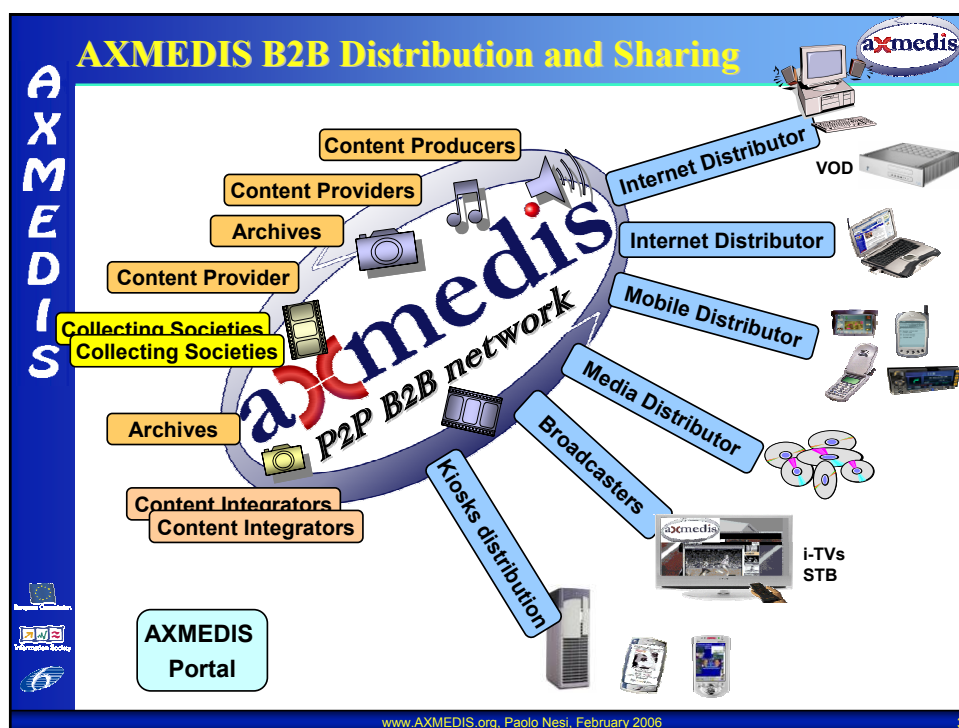
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AXMEDIS Main Objectives

- **AXMEDIS Main Objectives include:**
 - ◆ reducing distribution and aggregation costs for content production and management by
 - ◆ Convergence of the media, interoperability of content
 - ◆ Flexibility in the business and transaction models
 - ◆ DRM applications and interoperability among distribution channels
 - ◆ Integration of cultural heritage, educational content with business content
 - ◆ Harmonization of B2B and B2C areas for DRM
 - ◆ Massive processing in content production and distribution, and in license processing and event tracking
- **Increase accessibility to the European audio visual content for its exploitation for entertainment, valorisation, etc.**
- **Create a unified European platform for content distribution in terms of DRM and interoperability**

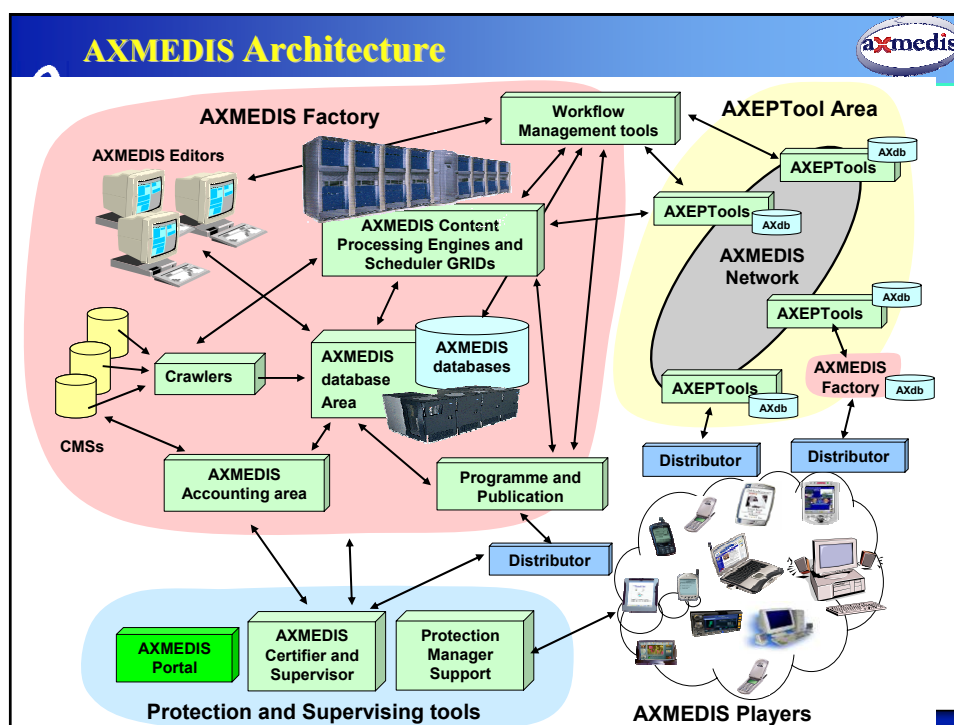
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Main Technical Objectives

- ◆ **Developing and providing new methods and tools for innovative and flexible content production, protection and distribution**
 - ◆ Exploiting MPEG-21 and overcoming its limitations, Digital Rights Management (DRM)
 - ◆ Allowing file sharing via secure/legal P2P for both B2B and B2C with respect to IPR
 - ◆ Supporting different business and transaction models
 - ◆ Allowing tracking and monitoring of content usage
 - ◆ Enabling Interoperability of MPEG-21 REL and ODRL of OMA
 - ◆ Exploiting GRID technology for massive processing
 - ◆ Integrating present CMSs and solution with AXMEDIS framework and tools

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Target Groups, Method and Assessment

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- **Target Groups:**
 - ◆ content producers, content integrators, content distributors,
 - ◆ researchers, practitioners, SMEs on cross media tools,
 - ◆ collecting societies, archives, etc.
- **Invite the Target Groups to:**
 - ◆ attend AXMEDIS events and fairs in which AXMEDIS results and solutions are presented,
 - ◆ attend AXMEDIS demonstration and tutorial sessions,
 - ◆ download and try some of the related tools (free)
- **Methods/channels chosen:**
 - ◆ papers and other informative materials in various forms (online and offline)
- **Expected impact and assessment:**
 - ◆ affiliations and partnerships
- **Assessment can be performed by monitoring a set of parameters such as:**
 - ◆ number of Affiliated Partners, number of accesses to the AXMEDIS portal,
 - ◆ number of downloads of AXMEDIS documents (in total and area by area),
 - ◆ number of attendees at AXMEDIS tutorial sessions,
 - ◆ feedbacks from the participants of the events via questionnaires, etc.

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Dissemination and Awareness planned

- **Materials and Actions**
- **Materials:**
 - ◆ Executable Demos:
 - A set of software demos for download
 - ◆ WEB Sites and Newsletters
 - Web site: <http://www.axmedis.org>, mailing list, Wiki section ...
 - ◆ Brochures and Leaflets:
 - Flyers in several languages: English, Italian, German, Spanish and France.
 - A more detailed brochure will be produced (in English)
 - ◆ Posters and Banners:
 - A set of Posters and Banners have been produced:
 - banner for the conference plenary session, banner for web pages, large size posters, vertical posters...
 - ◆ Press Releases and Interviews:
 - A large amount of interviews and press releases have been collected at the kick-off and during the AXMEDIS 2005 conference
 - 40 newspapers articles, over 20 radios broadcasts, over 15 Television presences
 - many press cuttings are available on the portals reporting news on the web, etc.
 - ◆ Video Clips and Audiovisual Material:
 - A couple of Video Clips are to be produced with video recording from the events



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Dissemination and Awareness planned

- **Actions:**
 - ◆ Proceedings of Workshops, Seminars:
 - AXMEDIS 2005 conference
 - AXMEDIS 2006 Conference (IEEE CS Press)
 - ◆ S&T Articles, presentation at conferences/exhibitions:
 - AXMEDIS 2006, IEEE ICECCS2006, IEEE ICME2006, WWW 2006, ICMC2006, EDEN, IEEE CEC'06 and EEE'06, MS2006, AIAI-06, ISCC'06, ISMIR 2006, IAML-06, IST 2006, I3E 2006, IGC 2006, WOSIS...
 - ◆ Events of Standardisation Bodies:
 - MPEG meetings, Digital Media Project Meetings
 - ◆ Events of Training -- User group and training activities include:
 - 16-17 Mar 2006 in Rome, Italy, Accademia S. Cecilia
 - 13-15 Dec 2006 in Leeds, UK, University of Leeds
 - MIDEM 2007, AXMEDIS presentation and tutorial, Jan 2007
 - ◆ Events to be Organised or Co-organised:
 - 16-17 March 2006, Rome, Italy, Accademia S. Cecilia
 - AXMEDIS 2006 International Conference, 13-15 Dec 2006 in Leeds, UK, University of Leeds
 - Allegro con Bit, Accademia Nazionale di Santa Cecilia, Rome, Italy
 - ◆ Events with a stand or share a stand of partner:
 - MIDEM-2006, world music market 40th edition, Cannes, 22-26 Jan 2006
 - IBC 2006, conference and exhibition, 7-12 Sept 2006, Amsterdam, MIDEM-2007, AXMEDIS presentation and tutorial, Jan 2007
 - 120th AES Convention Paris Expo, Paris, France, 20-23 May 2006



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Collaborations are Welcome!

- **We welcome co-located Workshops/Tutorials/Panels at the AXMEDIS 2006 conference**
 - ◆ Workshops proposed include:
 - Collecting Societies, Virtual Good, Accessibility Issues,
 - MPEG SMR ISO MUSICNETWORK
 - etc
 - ◆ Tutorials proposed include:
 - MPEG, AXMEDIS, Usability,
 - etc
 - ◆ Call open -- please see <http://www.axmedis.org/axmedis2006>
- **We are happy to provide AXMEDIS tutorial for your events**
- **We are open for collaborations to new possibilities and new partnerships**





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Contact Information

- ***If you like to know more about the AXMEDIS framework, technologies and functionalities please do not hesitate to contact the project coordinator:***
- ***Prof. Paolo Nesi, Ph.D.***
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