**Automating Production of Cross Media Content
for Multi-channel Distribution**
www.AXMEDIS.org

DE9.4.2
Mock up of content production and distribution via Internet

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Abstract:
This is a report on the detailed specifications for demonstrating the content distribution via internet
Keyword List:
Distribution channel, content, mock-up, prototype

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1   Executive Summary and Report Scope

This document represents an accompanying documentation to the Prototype for content production and distribution in push, as defined in the WP9.4. It contains a description of the mock-up of the prototype for content distribution via internet delivered as DE9.4.2.
The prototype is based on the specifications resulting from WP4 and WP5.

2   Introduction

The first activities discussed in this WP include detailed specification, integration and finalised research, infrastructure development for the integration in the AXMEDIS framework.

The core of the prototype of this WP is XAURA, an open, java based Content Management System, that enables to rapidly prototype content applications for the web. XAURA is rapidly being deployed to migrate all the current web properties of TISCALI into a unique global content infrastructure.
XAURA can be adapted to fit most different content schemes. Among specific implementations, a considerable effort has been dedicated to the development of multimedia based services, especially when based on premium content. All these have been recently unified in a common framework, called the "Media Center". The Media Centre is the main entry point for all audio-video content. It integrates the commercial DRM systems present in the company as well as TISCALI's billing gateway and deliver infrastructure enabling to provide pay per view, subscription based content packages and other models. Currently the system is working as an experimental service in Italy providing feature movies to TISCALI's ADSL subscribers.

The main goal is to transform XAURA and the Media Centre, XAURA's main instance devoted to handling multimedia premium content, into stable, documented and fully featured solutions open to integration with all the components of the AXMEDIS project so to enable a complete and easy to use environment for the publication and up-selling of content over the Internet, accessing the content available on the AXMEDIS P2P network AXEPTool.

The functionalities of the system for content distribution toward Internet was grouped in two groups, the first one describes all back office functionalities provided by the system, the second one describes the end user functionalities.
The back office main functionalities are the following one:
  – Content acquisition within the AXMEDIS P2P network (using the AXEPTool the mediaclub manager to search for new content in the network (AXMEDIS Network) acquire a distribution license for this content (off line step in the first stage) and add the content acquired to the mediaclub catalogue
  – CRM services: using the (AXMEDIS CAMART) for reporting and customercare purposes

The front-end main functionalities are: catalogue browsing; content/license acquisition operation (interaction between AMEDIS Player, PMS and Distributor)

3   Prototype for Content distribution to PC

3.1 Demonstration of Internet Distribution via Web - Scenarios

The demonstration scenarios focused on the two sides of the transmission: the content acquisition from the Axemdis B2B network and the axmedis object end user delivering.

Scenario 1: Content acquisition from Axmedis Network
1. The Distribution Manager (DM) submit a query search (via AXTool) to find contents that should be proposed to the web site users. select content and import data in the distributor CMS.
2. DM analyze the query result and select contents to import in the distribution CMS.

Scenario 2: Publish content in the website
1. The content is integrated with additional information an published in the web site
2. The user, browsing the site, selects, buy and downloads a content available from the list of proposed content.

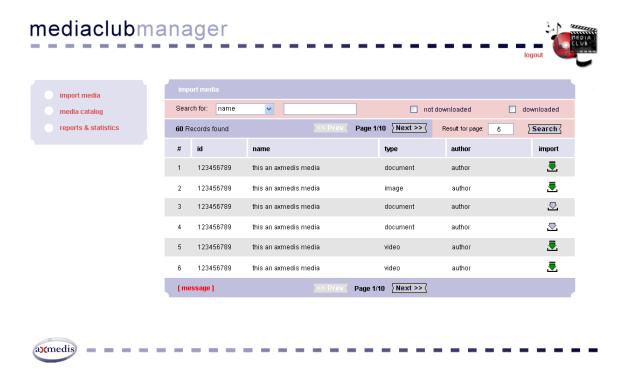## 3.2 Demonstration of Internet Distribution via Web - Tools

The first prototype of Internet Distribution content system does not fully integrate the AXMEDIS framework, although APIs and interfaces are fully identified and specified in the WP 9.4.1.
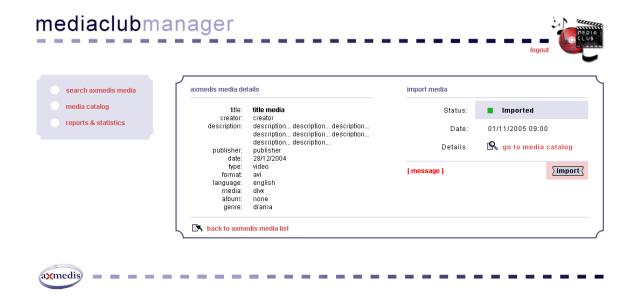The demonstration of the Internet Distribution channel is composed of the following steps:
– the first shows how to search and acquire contents from the AXMEDIS B2B Network;
– second shows content publication in the web site and distribution to the end user.

Import media
Is the interface for quering contents in the AXMEDIS B2B Network.
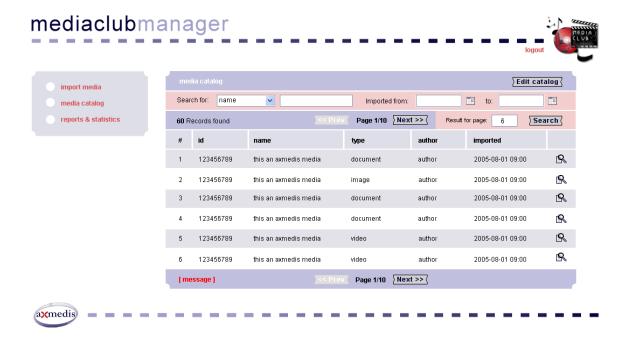Query result example is shown in the figure below.

Selecting one of the content listed in the page a content page will be loaded containing all the relevant metadata of the AXMEDIS object selected.
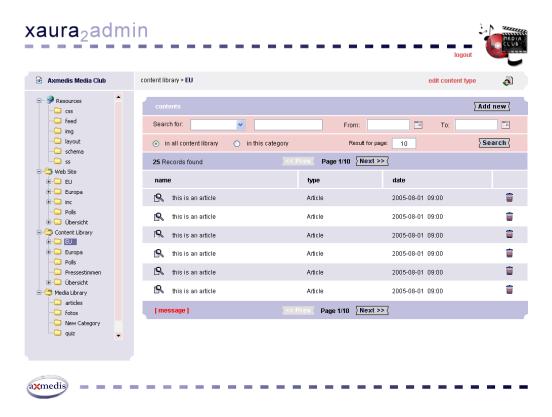
Media Catalogue

From the Content details page the content can be imported in the distribution CMS system (Xaura2). At the end of the import process the media catalogue list page will be loaded as shown in the figure below.

At this stage the content is fully imported in the Distribution CMS and is ready to be managed from the editor to publish the content in the web site.
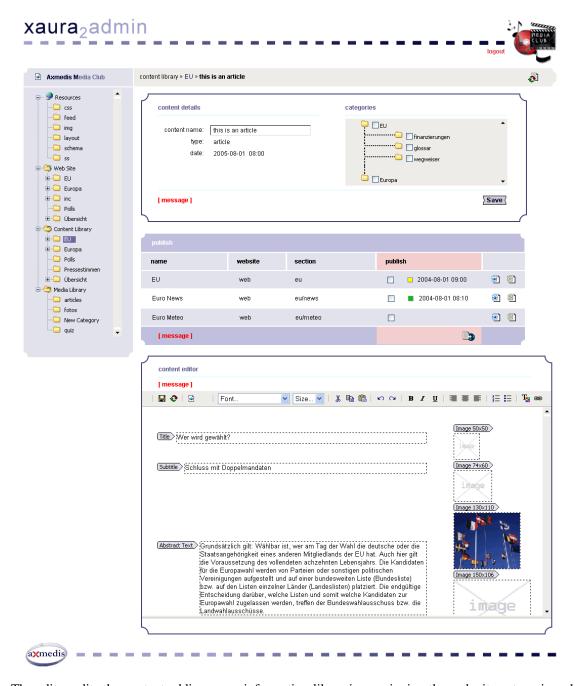
Scenario 2
Once the Editor was logged in, he brows the administration interface using the left column links in the page.
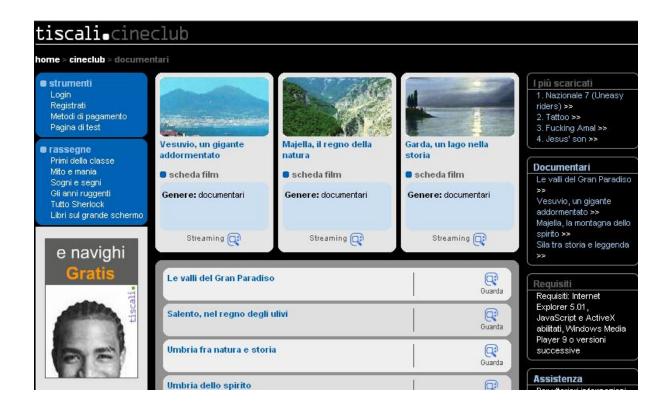To access to a content the editor brows the left page three clicking in the Content Library folder.

At this stage the editor can search in the catalogue the content that need to be edited and published using the search box or simply browsing the content listed in the page.
Selecting on content the content page will be loaded providing al information present in the CMS for that content.

The editor edits the content adding some information like price, assigning the web site categories where the content will be published and, at the end of this process, decide to publish the content in the web page.

Now the content is published and available in the website for the users that can access to it.

4   Bibliography

DE 9.4.1 Specification of content production and distribution via Internet.