



Automating Production of Cross Media Content for Multi-channel Distribution



Digital-content market is urging better pricing and value-for-money for industry products and services. This is clearly evident in the recent price reductions by major companies in the sector. The containment of sale prices is a vital key when setting up a viable and sustainable business venture in the digital cross media content. Possible solutions to this challenge could be found by automating, accelerating and restructuring production processes, and providing solution to the content protection. Such solutions will enable the production processes to be faster and cheaper, while at the same time providing new capabilities to support safer distribution and multichannel interoperability.

AXMEDIS aims to meet the challenges of market demand by: (i) reducing costs for content production and management by applying composition, parallel processing, optimisation techniques for content formatting and representation (format) and workflow control; (ii) reducing distribution and aggregation costs in order to increase accessibility with a Peer-to-Peer (P2P) platform at Business-to-Business (B2B) level, which can integrate content management systems and workflows; (iii) providing new methods and tools for innovative, flexible and interoperable Digital Rights Management (DRM), including the exploitation of MPEG-21 and overcoming its limitations, and supporting different business and transactions models.

The AXMEDIS consortium (consisting of leading European digital content producers, integrators, aggregators, and distributors; and also information technology companies and research groups) is to create the AXMEDIS framework to provide technologies, methods and tools to speed up and optimise content production, protection and distribution, up to the *production-on-demand* capability, for leisure, entertainment and digital content valorisation and exploitation in general for multichannel distribution. AXMEDIS format can include any other digital formats and it can exploit and expand MPEG-4, MPEG-7, MPEG-21, as well as other *de facto* standards.

AXMEDIS is to organise and realise a set of demonstrators to be used as components to set up and renovate processes and factories on content production, protection and distribution organised by the leading distributor partners. This is to achieve and realise a real-life distribution chain validated by the activities of end-users. The demonstrators are to focus upon tools for: (i) content production and B2B distribution; (ii) content production and distribution to end-users via different channels including satellite data broadcast, interactive TV (i-TV), personal computer (PC), kiosks, mobile, PDA and others.

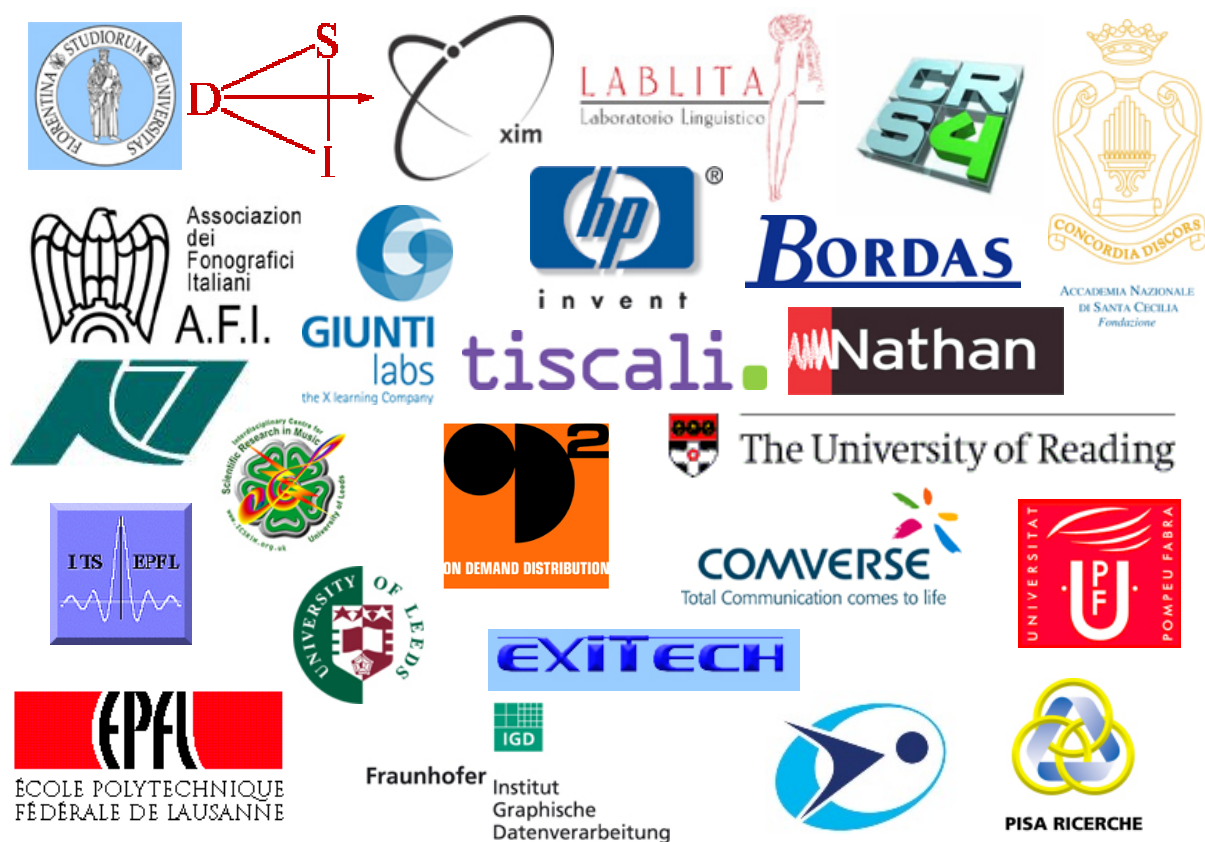
AXMEDIS will offer assistance and technical support to companies interested in using the AXMEDIS platform and adopting the AXMEDIS solutions. This support action will be provided through activities such as training, tutorial, consultancy, workshop, meetings, assessment and evaluation, dissemination and demonstration at conference and fairs. Furthermore, the AXMEDIS consortium will grant the sum of 1 million Euro to companies and research institutes interested in developing real solutions by exploiting AXMEDIS technologies (this is referred to as *take up actions*).

It is easy and beneficial for all to gain access to the AXMEDIS technologies. Some tutorial/demonstrative events will be organised to provide better understanding of the AXMEDIS technologies with further information about the potentialities of AXMEDIS. Business delegates could attend these events so as to take part in the project and bring AXMEDIS technologies to their company. Special training sessions and courses will be held for managers, content managers, content producers and integrators, and digital content distributors. Workshops and courses will be organised in several venues in Europe. See for instance the AXMEDIS 2005 conference: <http://www.axmedis.org>

To provide better understanding of the new solutions, AXMEDIS is providing a forum for discussion, with technologists and experts who are ready to assist with any AXMEDIS related problems and concerns.

AXMEDIS Consortium

Partners in the AXMEDIS project include highly recognised European digital content providers, integrators, distributors, technology providers and research and education institutions: **Distributed Systems and Internet Technology Lab, Department of Systems and Informatics, University of Florence (Italy)**, project coordinator; **ACit - Advance Concepts for Interactive Technology GmbH (Germany)**; **Associazione dei Fonografici Italiani (Italy)**; **Comverse Ltd (Israel)**; **Consorzio Pisa Ricerche (Italy)**; **Dipartimento di Italianistica, University of Florence (Italy)**; **Ecole Polytechnique Federale de Lausanne (Switzerland)**; **EUTELSAT S.A.(France)**; **Exitech S.r.L. (Italy)**; **Fondazione Accademia Nazionale di Santa Cecilia (Italy)**; **FHGIGD, Fraunhofer Gesellschaft zur Foerderung der Angewandten Forschung E.V.(Germany)**; **Fundacio Universitat Pompeu Fabra (Spain)**; **Giunti Interactive Labs S.r.L. (Italy)**; **Hewlett Packard Italiana S.r.L. (Italy)**; **On Demand Distribution PLC (UK)**; **Bordas and Nathan of Sejer (France)**; **CRS4, Societa Consortile a Responsabilita Limitata Centro di Ricerca, Sviluppo e Studi Superiori in Sardegna (Italy)**; **TISCALI S.p.A. (Italy)**; **University of Leeds (UK)**; **University of Reading (UK)**; and **Xim Limited (UK)**.



AXMEDIS Contact:

Prof. Paolo Nesi, Ph.D. (coordinator of the AXMEDIS project)
 DISIT-DSI, Distributed Systems and Internet Technology Lab
 Dipartimento di Sistemi e Informatica, Università degli Studi di Firenze
 Via S. Marta, 3; 50139 Firenze, Italy

Email: nesi@ingfil.ing.unifi.it, nesi@dsi.unifi.it

Web: <http://www.disit.dsi.unifi.it/>, <http://www.dsi.unifi.it/~nesi>,
<http://www.dsi.unifi.it/~nesi/projects.html>, <http://www.dsi.unifi.it/>

Office: +39-055-4796523, Admin: +39-055-4796567, Fax: +39-055-4796363, Cell: +39-335-5668674

The project is partially financed by the European Commission and the above partners. AXMEDIS belongs to the DG Information Society Unit E2, Knowledge Technologies and Content Creation.