AXMEDIS
Dissemination and Awareness
2006-2007

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version 1.1
date: February 2006

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
AXMEDIS B2B Distribution and Sharing

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
AXMEDIS Architecture

Target Groups, Method and Assessment

- **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.
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

Actions:

- Proceedings of Workshops, Seminars:
  - AXMEDIS 2005 conference
  - AXMEDIS 2006 Conference (IEEE CS Press)
- S&T Articles, presentation at conferences/exhibitions:
- Events of Standardisation Bodies:
- Events of Training -- User group and training activities include:
  - 16-17 March 2006 in Rome, Italy, Accademia S. Cecilia
  - MIDEM 2007, AXMEDIS presentation and tutorial, Jan 2007
- Events to be Organised or Co-organised:
  - 16-17 March 2006, Rome, Italy, Accademia S. Cecilia
  - Allegro con Bit, Accademia Nazionale di Santa Cecilia, Rome, Italy
- Events with a stand or share a stand of partner:
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

Contact Information

- If you like to know more about the AXMEDIS framework, technologies and functionalities please do not hesitate to contact the project coordinator:

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