



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 medioclub 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 medioclub catalogue
- CRM services: using the (AXMEDIS CAMART) for reporting and customer care 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.

The screenshot displays the 'medioclubmanager' web application. On the left is a sidebar with navigation links: 'import media' (selected), 'media catalog', and 'reports & statistics'. The main content area is titled 'import media' and features a search bar with 'name' as the selected filter. Below the search bar, it indicates '60 Records found' and shows pagination controls for 'Page 1/10'. A table lists the search results with columns: '#', 'id', 'name', 'type', 'author', and 'import'. The table contains six rows of data, all with the same 'id' (123456789) and 'name' ('this an axmedis media'), but with different 'type' values (document, image, document, document, video, video). Each row has a green download icon in the 'import' column. At the bottom of the table, there is a '[message]' link and another set of pagination controls for 'Page 1/10'. In the top right corner, there is a 'logout' link and a 'MEDIA CLUB' logo.

#	id	name	type	author	import
1	123456789	this an axmedis media	document	author	
2	123456789	this an axmedis media	image	author	
3	123456789	this an axmedis media	document	author	
4	123456789	this an axmedis media	document	author	
5	123456789	this an axmedis media	video	author	
6	123456789	this an axmedis media	video	author	

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.

mediacubmanager



logout

- search axmedis media
- media catalog
- reports & statistics

axmedis media details		import media	
title:	title media	Status:	<input checked="" type="checkbox"/> Imported
creator:	creator	Date:	01/11/2005 09:00
description:	description... description... description... description... description... description... description... description...	Details:	go to media catalog
publisher:	publisher	[message] <input type="button" value="Import"/>	
date:	28/12/2004		
type:	video		
format:	avi		
language:	english		
media:	divx		
album:	none		
genre:	drama		
back to axmedis media list			



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.

mediacubmanager



logout

- import media
- media catalog
- reports & statistics

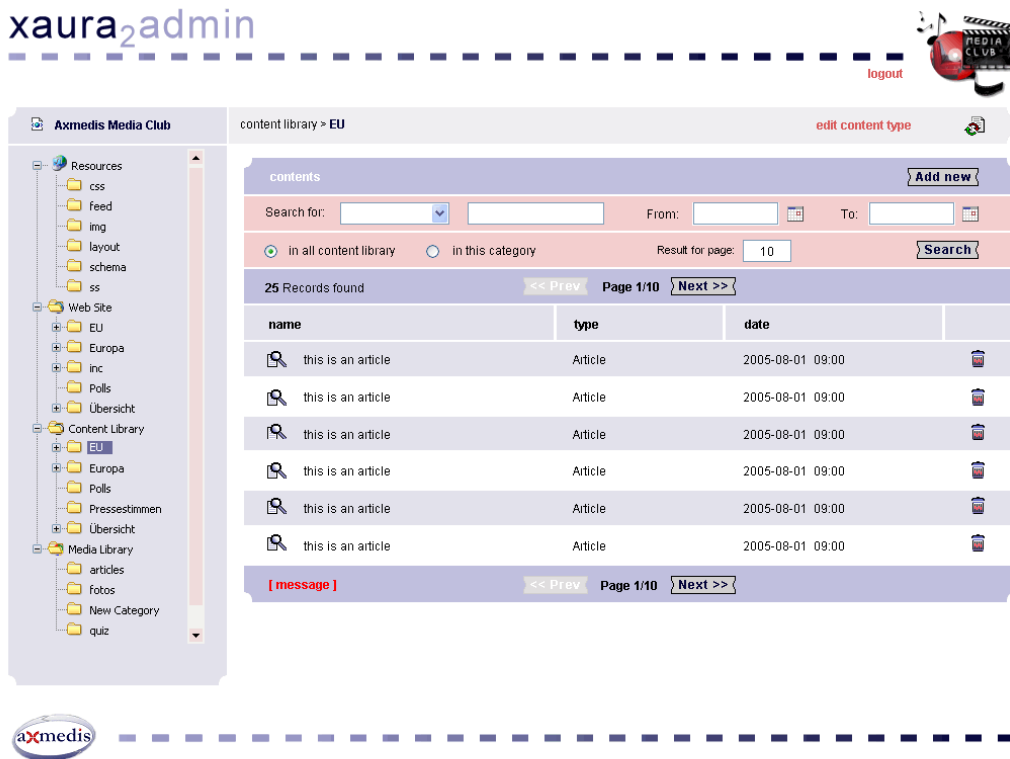
media catalog							<input type="button" value="Edit catalog"/>
Search for:		<input type="text" value="name"/>	Imported from:		<input type="text"/>	to:	<input type="text"/>
60 Records found		<< Prev		Page 1/10	Next >>		Result for page: 6 <input type="button" value="Search"/>
#	id	name	type	author	imported		
1	123456789	this an axmedis media	document	author	2005-08-01 09:00		
2	123456789	this an axmedis media	image	author	2005-08-01 09:00		
3	123456789	this an axmedis media	document	author	2005-08-01 09:00		
4	123456789	this an axmedis media	document	author	2005-08-01 09:00		
5	123456789	this an axmedis media	video	author	2005-08-01 09:00		
6	123456789	this an axmedis media	video	author	2005-08-01 09:00		
[message]							<< Prev Page 1/10 Next >>



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 browses the administration interface using the left column links in the page. To access to a content the editor browses 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.

xaura₂admin



Axmedis Media Club
content library > EU > this is an article

Resources
css
Feed
img
layout
schema
ss
Web Site
EU
Europa
inc
Polls
Übersicht
Content Library
EU
Europa
Polls
Pressestimmen
Übersicht
Media Library
articles
Fotos
New Category
quiz

content details
content name: this is an article
type: article
date: 2005-08-01 08:00
categories
EU
finanzierungen
glossar
wegweiser
Europa
[message]
Save

publish

name	website	section	publish
EU	web	eu	<input type="checkbox"/> 2004-08-01 09:00
Euro News	web	eu/news	<input type="checkbox"/> 2004-08-01 08:10
Euro Meteo	web	eu/meteo	<input type="checkbox"/>

[message]

content editor
[message]

Font...
Size...

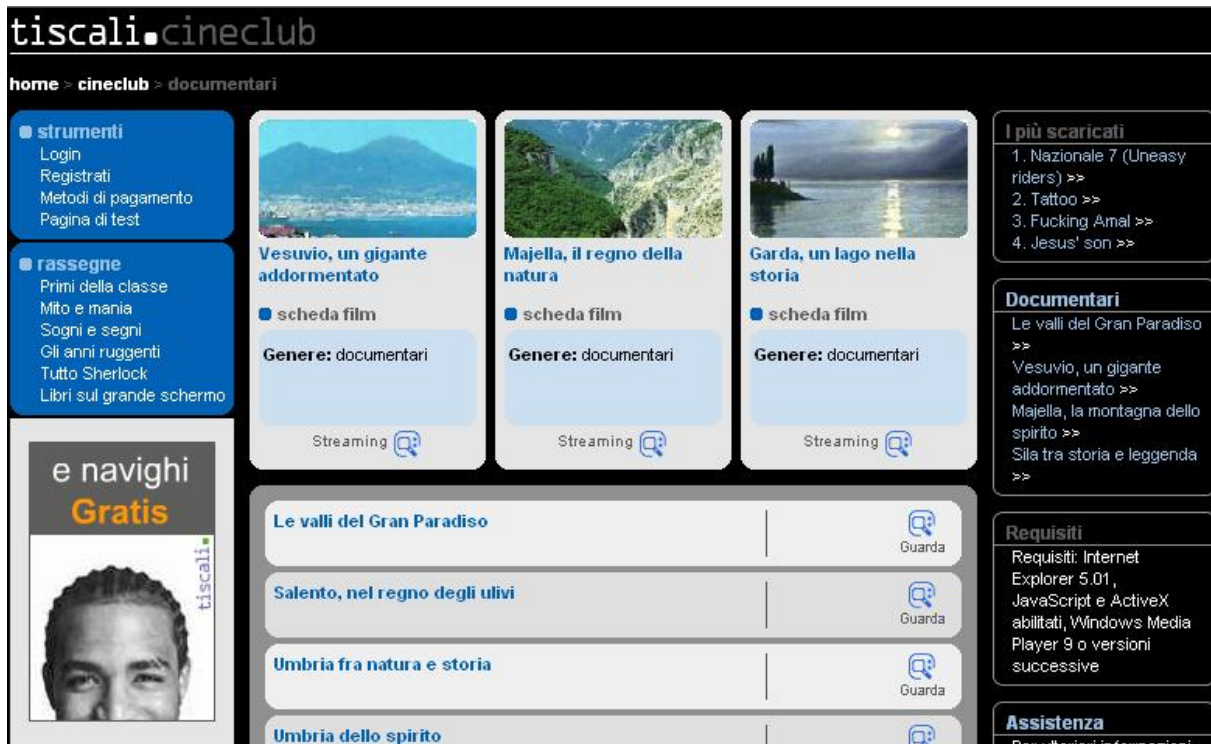
Title: Wer wird gewählt?
Subtitle: Schluss mit Doppelmandaten
Abstract Text: Grundsätzlich gilt: Wählbar ist, wer am Tag der Wahl die deutsche oder die Staatsangehörigkeit eines anderen Mitgliedlands der EU hat. Auch hier gilt die Voraussetzung des vollendeten achtzehnten Lebensjahrs. Die Kandidaten für die Europawahl werden von Parteien oder sonstigen politischen Vereinigungen aufgestellt und auf einer bundesweiten Liste (Bundesliste) bzw. auf den Listen einzelner Länder (Landeslisten) platziert. Die endgültige Entscheidung darüber, welche Listen und somit welche Kandidaten zur Europawahl zugelassen werden, treffen der Bundeswahlausschuss bzw. die Landwahlausschüsse.

Image 50x50
Image 74x60
Image 130x110
Image 150x106



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.