



Automating Production of Cross Media Content for Multi-channel Distribution

www.AXMEDIS.org

DE8.5.1.1 Collection of editorial formats and DRM rules for multi-channel

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Responsible: XIM (laurence@xim.co.uk) (revised and approved by Coordinator)

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Abstract:

This document lists the Editorial Formats and DRM rules which are provided in the accompanying ZIP file, for use within the AXMEDIS framework in the automated production of content.

Keyword List: Editing, Formats, Layouts, Templates, Channels, Content

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1 Executive Summary and Report Scope (XIM)

The collection of formats and DRM rules provided in this deliverable in the accompanying ZIP file are being applied to the ongoing WP8.5 work of creating content for multichannel use with complex DRM rules.

This document provides the file listing and some example screenshots from the collection. This current collection has been designed to be used within the project for testing purposes and will be expanded and enhanced throughout the duration of the project up to month 42.

2 Introduction (XIM, ILABS, FUPF, AII)

2.1 Background

This is the first deliverable from WP8.5, which is concerned with the production of content for multichannel use and featuring complex DRM rules. The Annex I states:

WP8.5 Content production for multiple channels and complex DRM rules (demonstration) – managed by XIM – relevant contribution of FUPF – (already started since M9 will span through all this period and is expected to end by M42 thus allowing for a reasonable period of “real exploitation” of available and produced content) -- In order to fully test AXMEDIS framework in terms of its multi-channel rights-managed capability, it was necessary to develop new content allowing to test its limits. XIM will develop and test some sample rich media content specifically designed to fully exploit AXMEDIS and to be deployed across all of target platforms (internet, mobile, PDA, i-TV, PC), while AXMEDIS DRM aspects will also be tested through evaluating the framework ability to securely support best practice models for payment and royalty management. The production of such test media will be fully measured in terms of costs and lead time, and measured quantity compared against pre- AXMEDIS workflow methods in order to provide validation data and trusted business model for both the end-user and project partners. Validation content, designed alongside with required test cases, will then be used in accordance with a specific test plan to provide the desired measures of performance and trust. This aim to ensure that all key characteristics and parameters will be assessed, including performance, bandwidth, application footprint, end- user usability, etc.

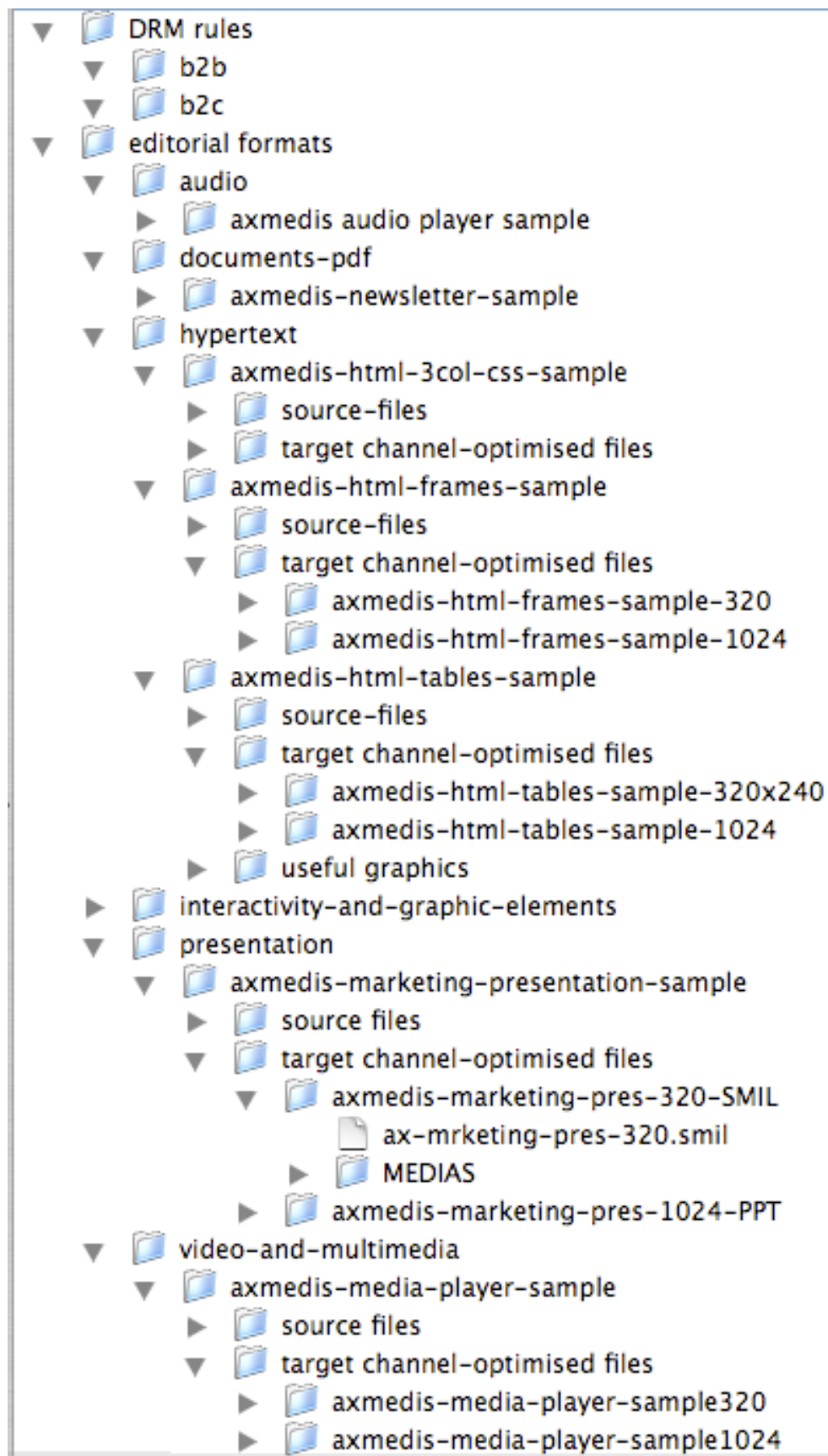
2.2 Purpose

The purpose of this report is to list the editorial formats and DRM rules that are provided in the accompanying ZIP file.

These Editorial Formats and rules will be used as part of the creation, formatting and distribution of this test content.

3 Directory structure

The screen shot below shows the overall directory structure of the DE8.5.1.1 ZIP file.



3.1 Editorial Formats

In order to simplify browsing for samples, the sample formats have been organised consistently into the major content categories described in other WP8 deliverables:

- Documents/pdf
- Hypertext
- Presentations
- Audio
- Video
- Multimedia.

To reduce redundancy, video and multimedia have been combined in the directory structure.

3.2 DRM rules

DRM rules are the rules we are going to define in order to govern AXMEDIS content. That is, we are using rights expression languages (REL), to express the rules that will allow AXMEDIS users to distribute and sell content controlling the rights given to them. The objective of the definition of DRM rules is to be able to control as much as possible that the users make a good use of the contents they have bought according to the rights given by the owners or distributors of the content.

The approach taken to define the DRM rules is to analyse current contracts between owners, distributors and users and make an "equivalent" rights expression. This is not completely possible right now, as an existing contract cannot be expressed with current rights expression languages, as some rights, conditions and other elements are missing. For this reason, we present in this document some examples of how a contract can be expressed using MPEG 21 REL, the MPEG 21 standard rights expression language, but it is worth noting that some rights and conditions have to be added to this language according to the contract analysis done.

The sample DRM rules have been divided into business-to-consumer (B2C) and business-to-business (B2B).

In the B2C sample is reported an on-line music retail agreement. In the sample is reported the original contract (cleared of confidential data) and the related expression in REL. To ensure the best possible comprehension on relative mapping of concepts expressed by the original contract in the digital XML based format, the XML coding is also reported in a box inside the original text of the contract.

In the B2B sample is reported a video excerpt license agreement. In the sample is reported the original contract (cleared of confidential data) and the related expression in REL. Also in this case, to ensure the best possible comprehension on relative mapping of concepts expressed by the original contract in the digital XML based format, the XML coding is also reported in a box inside the original text of the contract.

4 Editorial Formats file listing and sample screenshots (XIM, ILABS, DSI)

4.1 Introduction

Within each content category, one or more sample Editorial Formats are provided. Each of these sample formats is provided with:

- relevant source files (macromedia fireworks (png), adobe photoshop (psd and tif) and adobe indesign (.ind)) in a 'source-files' directory

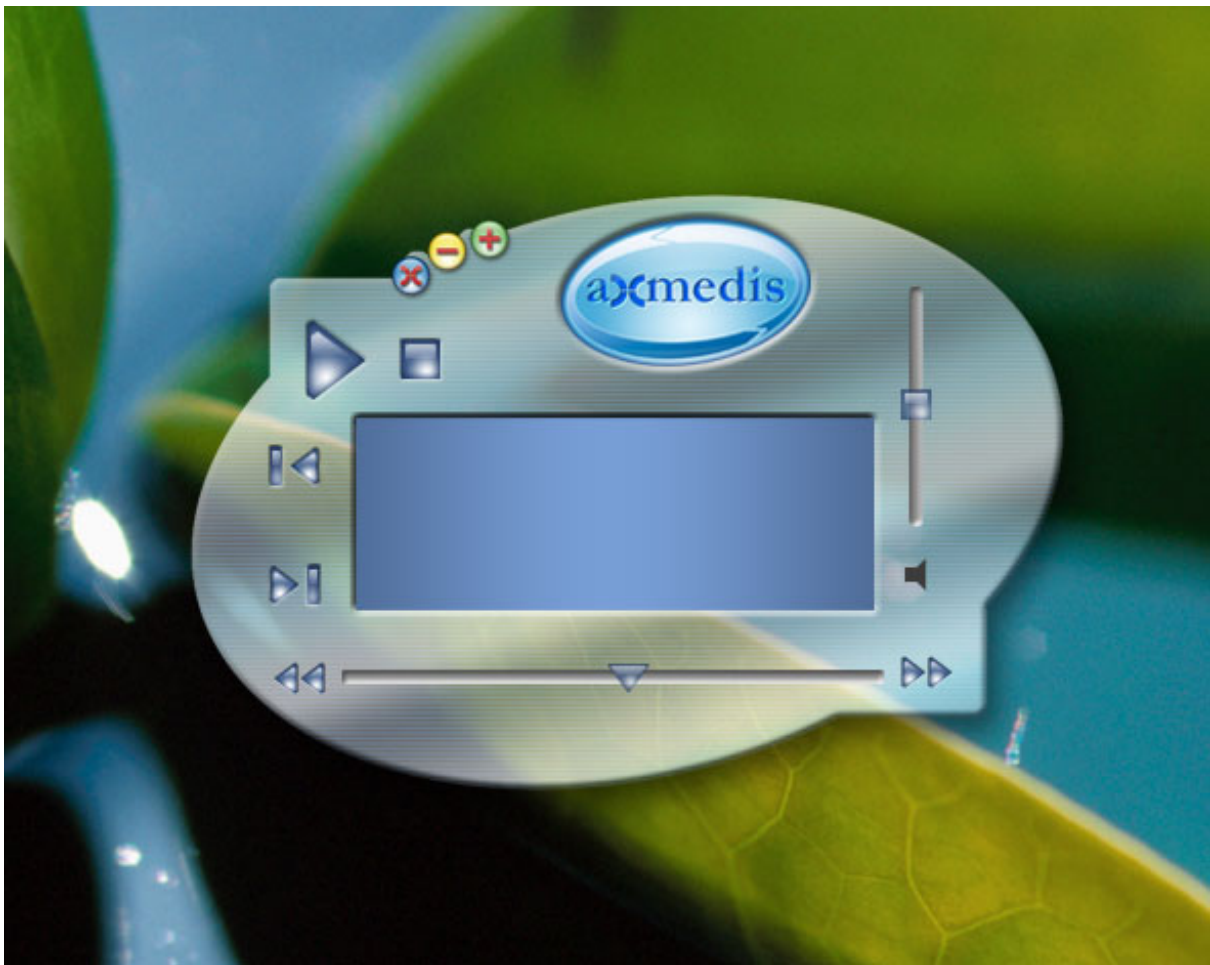
- specific target channel-optimised versions for PC/Kiosk at 1024 x 768 and where available for PDA/smartphone (at 320x240). Further resolutions will be developed as required.

The optimised versions mainly consist of html plus related graphics and CSS stylesheets, although a SMIL-based presentation format is included, and some pdf/document formats plus a powerpoint template for a PC presentation.

4.2 Audio

4.2.1 axmedis audio player sample

A prototype audio player is being developed to provide a method for formatting and controlling audio content playback. The sample provided here demonstrates the concept and look and feel. This work is ongoing, with the goal to create some working samples in SMIL during the next period.



AXMEDIS audio player concept

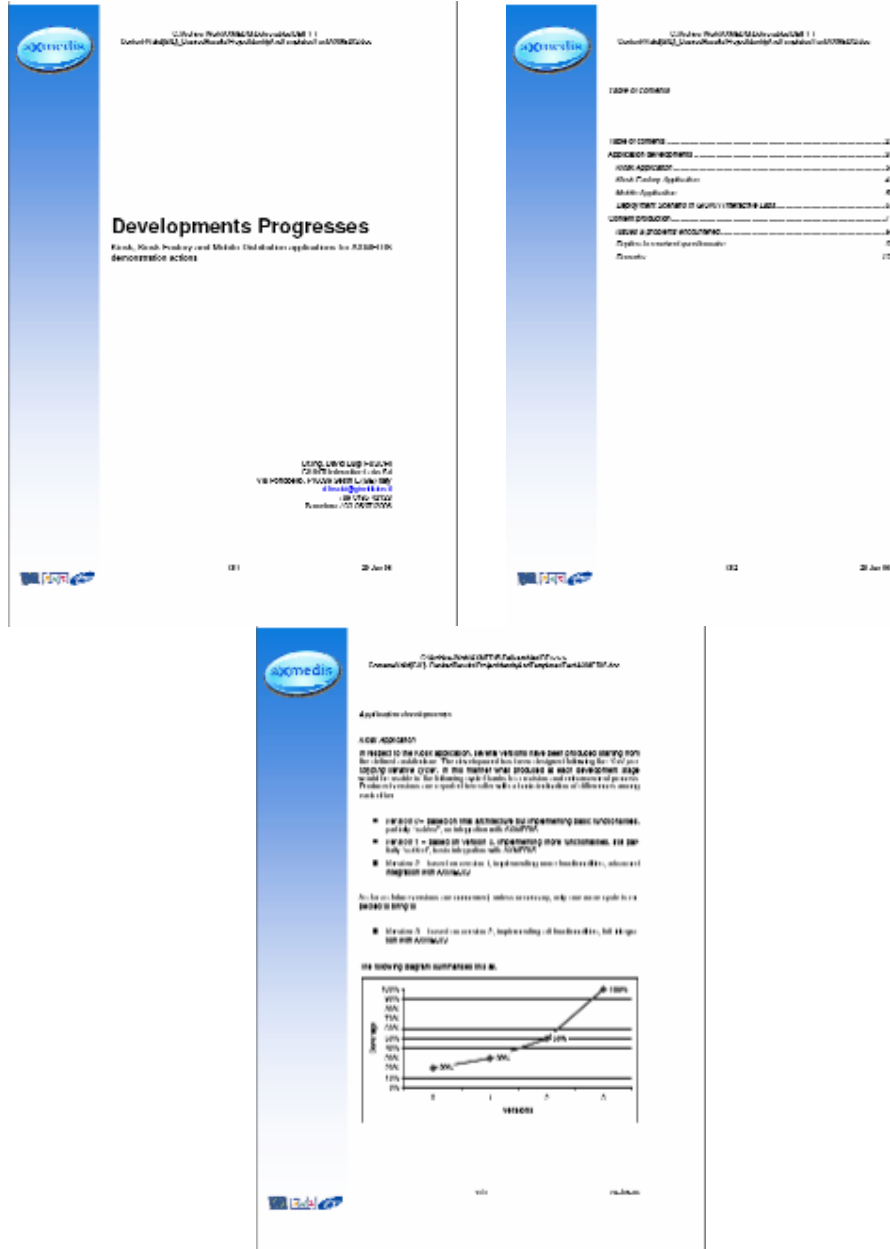
Source files include:

- axmedis audio player sample.png (fireworks)
- axmedis audio player sample.psd (photoshop)
- axmedis audio player sample.tif (photoshop)
- axmedis audio player sample320.png (fireworks)

Basic html target channel-optimised files are provided for 1024x768 and 320x240, although as a prototype these simply demonstrate the look and feel of the interface at this stage.

4.3 Documents-pdf

Apart from a generic document style template and sample text (in the specific case a MS-Word .dot file and a filled in text), that has been designed specifically for the purposes of demonstration at AXMEDIS next conference, a news-letter specific style has been developed and is reported here after.



AXMEDIS generic document sample format

4.3.1 axmedis-newsletter-sample

This is a traditional document layout sample, created using Adobe Indesign and Photoshop. The natural output format for such a file is printable PDF. The source files allow partners to take elements from this design for re-use in other AXMEDIS Editorial Formats.



AXMEDIS newsletter sample format

Source-files

Axmedis NewsLetter 1.indd

Axmedis NewsLetter.tif

Target channel-optimised files:

Axmedis NL 29.6.06.pdf

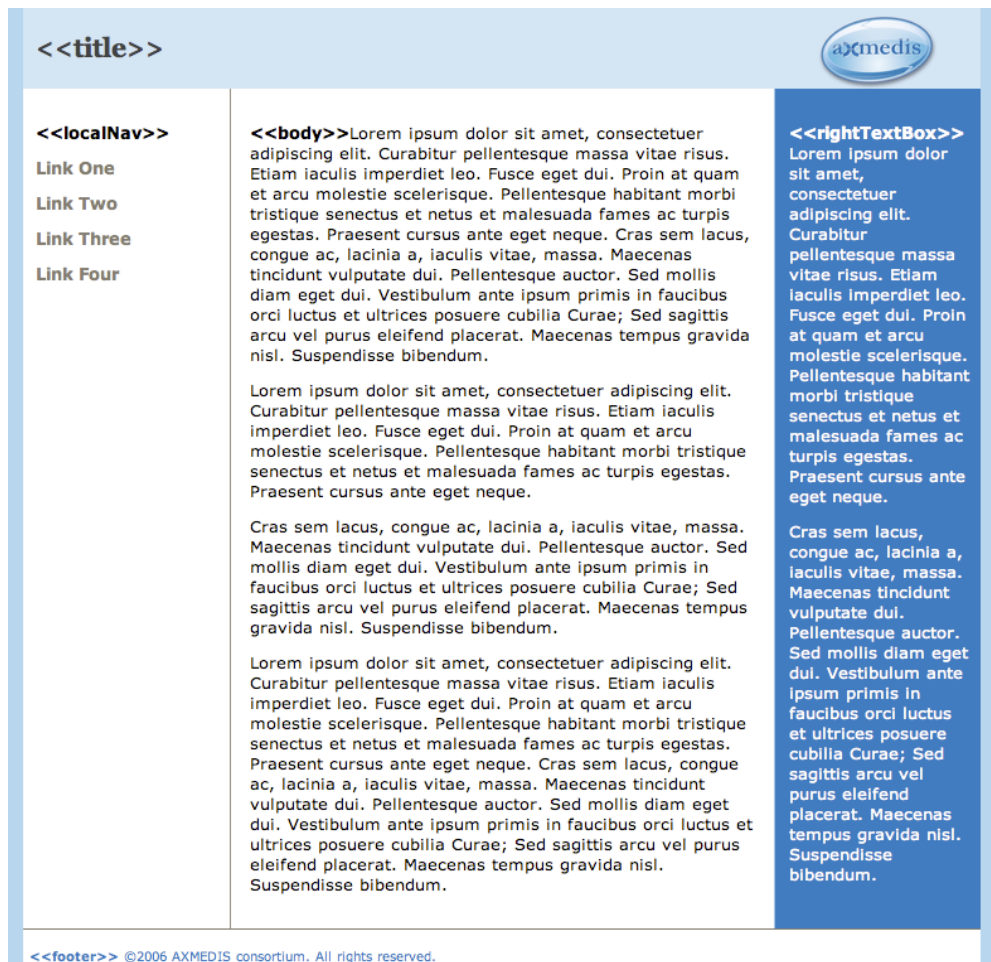
4.4 Hypertext

Three samples are provided for hypertext, each using a different method of layout. This is to allow maximum flexibility in testing the AXMEDIS content formatting using HTML.

PC (1024x768) and smartphone/PDA (320x240) resolutions are provided for all except the css sample which is a 3 column design and therefore not suitable for reduction to 320 pixels.

4.4.1 axmedis-html-3col-css-sample

The first sample uses CSS layouts based on the DIV tag, which is by far the most prevalent method used with current web browsers.



AXMEDIS 3 column css-based hypertext sample format

4.4.2 axmedis-html-frames-sample

The second sample uses html frames, which allows more flexibility for smaller display devices such as PDAs.



AXMEDIS Frames-based hypertext sample format

4.4.3 axmedis-html-tables-sample

The third sample uses html tables and graphics which creates a fixed size page but renders reliably on a wide range of browsers.



AXMEDIS Tables-based hypertext sample format for 320x240

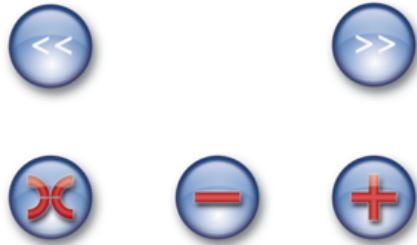
4.5 interactivity-and-graphic-elements

A set of useful elements are included here.

4.5.1 axmedis-glass-buttons

This is a set of glass-like 3d buttons for standard controls such as stop, play, etc. These have been designed and coloured to complement the AXMEDIS Editorial Formats provided. The source photoshop files contain

the various button colours and markings in switchable layers, and one example set of target gif files is included (shown below).



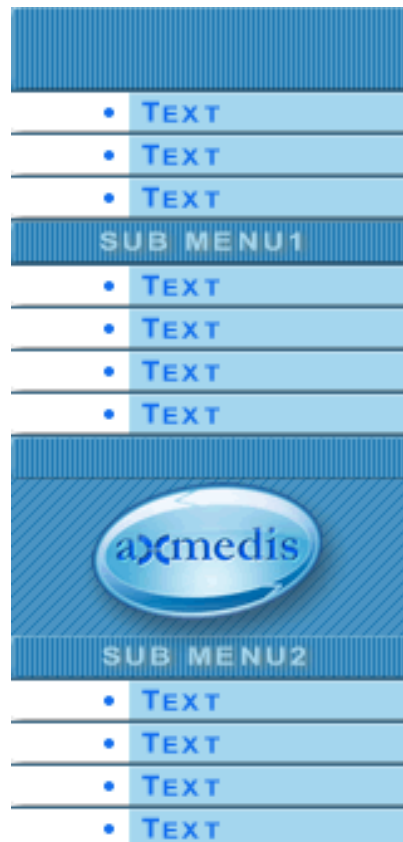
AXMEDIS Sample glass buttons for interface building

4.5.2 axmedis-logo-blue

This is the 'blue glass' effect version of the AXMEDIS logo which has been used in many of the provided samples. It is included here as a standalone logo in photoshop source format.

4.5.3 axmedis-navigation-bar-sample

This is a compact navigation bar which can be inserted as a piece of html code to provide an attractive menu system coloured and branded as AXMEDIS. Two sample target examples are included as well as the source files in Macromedia Fireworks.

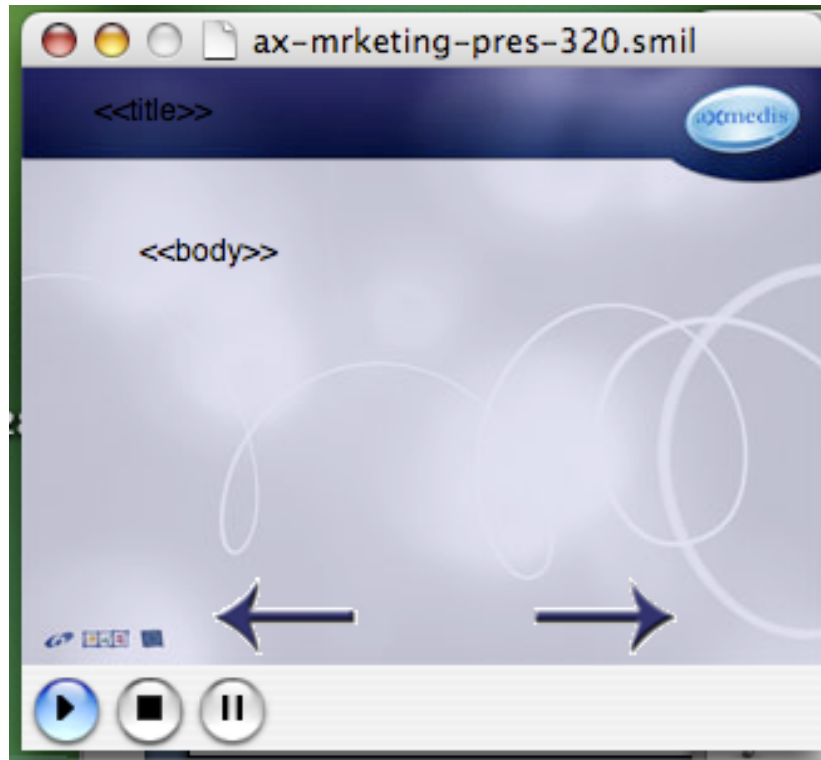


AXMEDIS re-usable navigation bar

4.6 Presentation

4.6.1 axmedis-marketing-presentation-sample

This is a professional looking presentation format which is provided as source files in photoshop psd and tif, as well as a SMIL-based target format for PDA/smartphone (320x240) and a PowerPoint template for PC.



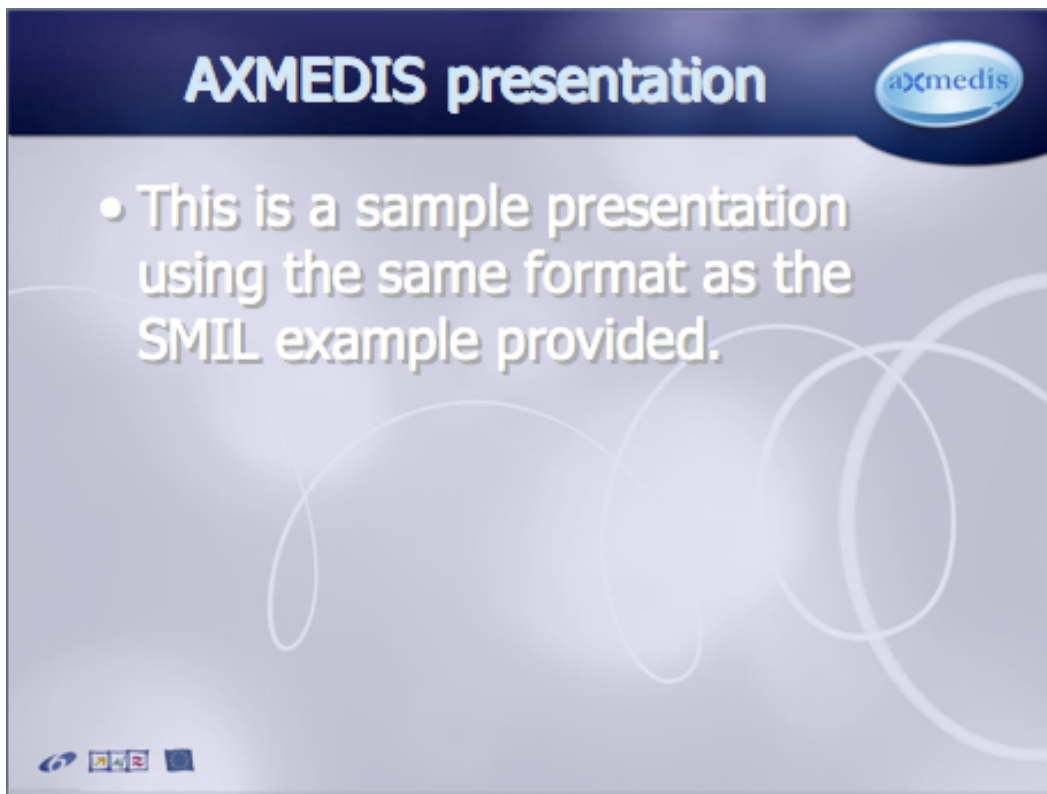
SMIL version of AXMEDIS marketing presentation sample running in Ambulant

```

<smil xmlns="http://www.w3.org/2001/SMIL20/Language">
  <head>
    <layout type="text/smil-basic-layout">
      <root-layout id="rootLayout"
        width="320"
        height="240"/>
      <region
        id="region_bg"
        left="0"
        top="0"
        width="320"
        height="240"
        z-index="0"/>
      <region
        id="region_title"
        left="24"
        top="12"
        width="222"
        height="24"/>
      <region
        id="region_body"
        left="42"
        top="54"
        width="228"
        height="150"/>
      <region
        id="region_left_arrow"
        left="72"
        top="204"
        width="78"
        height="36"/>
      <region
        id="region_right_arrow"
        left="200"
        top="204"
        width="78"
        height="36"/>
    </layout>
  </head>
  <body id="body_mainSequence">
    <par id="par_mainParallel">
      
      <text
        dur="indefinite"
        src="MEDIAS/text_title.txt"
        region="region_title"
        id="text_title"
        begin="0ms"/>
      <text
        dur="indefinite"
        src="MEDIAS/text_body.txt"
        region="region_body"
        id="text_body"
        begin="0ms"/>
      
      
    </par>
  </body>
</smil>

```

SMIL code used to create the SMIL presentation format above



PowerPoint template version of AXMEDIS marketing presentation sample

Aside the just presented Marketing-oriented style for presentation a further one has been derived from the generics text template already mentioned when discussing of documents and pdf. This specific presentation template retains the same graphical main attributes of the text and is aimed at a generic audience in contexts like conferences or tutorials. In the following pictures samples are reported.

**AXMEDIS Internal Tutorial
on Content Production**

version 3.0
date: June 2008

Dr.ing. David Laga - IRI/CM
C/UR/1/Interactive-Lazy 3D
Via F. Testa, 4-10129 Roma L. (CI) Italy
tel: +39 06 49999999
fax: +39 06 49999999
AXMEDIS / IRI/CM/10129

Table of Content (I)

- The context
- Environment set-up
- Content Model and Production Overview
 - ▶ Theory recall & Practice section
- AXMEDIS Content Processing
 - ▶ Theory recall & Practice section
- Content Protection Tools
 - ▶ Theory recall & Practice section
- Programme and Publication
- Query On Demand
 - ▶ Theory recall & Practice section

Managing License Chain

- Alice says, "Bob has the right to issue a license to anyone to print the book."
- Bob says, "Carol has the right to print the book."
- To solve the SubSubLicense all the connected licenses are needed
- They have to be accessible on Processing Engine
- This may involve massive processing

Diagram showing the flow of licenses between Content providers, Content Integrator, and Content On Demand.

4.7 Video-and-multimedia

4.7.1 axmedis-media-player-sample

A prototype media player is being developed to provide a method for formatting and presenting video and multimedia content. The sample provided here demonstrates the concept and look and feel in html. This work is on-going, with the goal to create some working samples in SMIL during the next period.



AXMEDIS video/multimedia player concept

Source files include:

- Axmedis MediaPlayer 2.psd (Photoshop)
- Axmedis MediaPlayer 2.tif (Photoshop)
- ax-player-v2 fla (Macromedia Flash file for prototype development)
- axmedis-media-player.png (Fireworks)
- axmedis-media-player320.png (Fireworks)

Basic html target channel-optimised files are provided for 1024x768 and 320x240, although as a prototype these simply demonstrate the look and feel of the interface at this stage.

5 DRM rules file listing and sample screenshots (FUPF)

This section defines the DRM rules that can be applied to current commercial contracts. It is worth noting that not all the conditions and clauses stated in contracts can be expressed with rights expression language selected in AXMEDIS for the definition of DRM rules.

The rights expression language selected, MPEG-21 REL, and the associated rights data dictionary, MPEG-21 RDD, cannot express most of the rights present in current business and distribution scenarios, like publishing companies, broadcasting companies, etc.

For this reason, the information given in the following sections is the most accurate possible taking into account the limitations of the selected REL expressiveness. In order to fulfil the requirements of the DRM rules both for B2B and B2C business models, AXMEDIS participants have to define the missing rights and conditions (using the mechanisms already described in the MPEG-21 REL standard).

The structure of the section is as follows, for each scenario, a contract has been selected. Then, the DRM rules associated to this contract are described. A B2C and B2B scenarios are provided. Inside B2B scenario, some B2C rules are also described, as the owner of the content gives the distributor permission for modifying the content for facilitating distribution.

5.1.1 B2C

The files associated to the B2C scenario are:

Contract 10 - License 10.doc

Contract10.xml

5.1.1.1 Video excerpt LICENCE AGREEMENT

LICENSOR (referred to as Distributor) and LICENSEE (referred to as User) (jointly referred to as the Party/Parties).

WHEREAS:

- (a) User has requested permission of Distributor to use news excerpts about blackout in Italy taken from the archives of RAI – Radiotelevisione Italiana S.p.A. (“Owner”), as specified hereunder (“Archive”);
- (b) Distributor has been authorized by Owner to handle distribution of Owner’s Archive;
- (c) User intends to acquire, with respect to Archive or part thereof, non-exclusiverights (“Rights”) for the territory of (“Territory”), subject to the terms and conditions set forth in this Agreement.

Pursuant to points (a), (b) and (c) above, User and Distributor hereby agree to the following:

- 1. Distributor shall deliver to User, with respect to Archive, one or more Betacam SP videocassettes in the PAL broadcast standard (“Material”) containing Archive on an “as is” basis.
- 2. Distributor grants to User, with respect to Archive, the Rights in the Territory, both as specified in point (c) above. User shall exploit the Rights from the date of execution of this Agreement for (.....) year (“License Period”).
- 3. User shall notify Distributor of any claim regarding the technical conditions of Material within and no later than 10 (ten) days from collection of Material by User via telecopier transmission, the deadline for claims being essential to this Agreement. If Material should not prove technically satisfactory, Distributor’s action shall be limited to replacement of Material at no cost for the User.

- 4. The Distributor and the Owner do not undertake any liability with regard to the technical conditions and/or the quality of the Archives and Material. The Archives and the relevant material are supplied as they are and without guarantees of any kind by the Distributor and the Owner.

The Distributor and the Owner are expressly relieved from any express or implied guarantees, including, by way of example and not limited to, the implied guarantee of marketability and suitability of the Archives to satisfy any particular purposes.

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7. User shall not exploit elements in the Archive, if any, which are owned by third parties, including but not limited to photographs, transparencies, excerpts from motion pictures, and/or theater plays, videograms or other elements expressly copyrighted by said third parties. User holds Distributor harmless against any liability in this respect.
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The amount above shall be paid by User upon receipt of invoice by check or bank transfer made payable to: LICENSOR
11. User and Distributor hereby agree that the applicable law with respect to the interpretation and/or performance of this Agreement shall be Italian Law and elect the Forum of Rome as the exclusive Forum to hear any disputes pertaining to this Agreement.

Date: .

LICENSEE (User)

LICENSOR . (Distributor)

5.1.1.2 Associated DRM Rule

```
<?xml version="1.0" encoding="UTF-8" ?>
<r:license xmlns:r="urn:mpeg:mpeg21:2003:01-REL-R-NS"
xmlns:sx="urn:mpeg:mpeg21:2003:01-REL-SX-NS"
xmlns:mx="urn:mpeg:mpeg21:2003:01-REL-MX-NS"
xmlns:dsig="http://www.w3.org/2000/09/xmldsig#"
```

```
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="urn:mpeg:mpeg21:2003:01-REL-R-NS ..\schemas\rel-r.xsd
urn:mpeg:mpeg21:2003:01-REL-SX-NS ..\schemas\rel-sx.xsd
urn:mpeg:mpeg21:2003:01-REL-MX-NS ..\schemas\rel-mx.xsd">
<r:title>Video excerpt LICENCE AGREEMENT</r:title>
  <r:grant>
    <r:keyHolder licensePartIdRef="LICENSEE"/>
    <mx:adapt />
    <r:digitalResource>
      <r:nonSecureIndirect Id="news_excerpts_about_blackout_in_Italy"
      />
    </r:digitalResource>
    <r:allConditions>
      <r:validityInterval>
        <r:notBefore>2006-07-21T00:00:00</r:notBefore>
        <r:notAfter>2006-07-21T00:00:00</r:notAfter>
      </r:validityInterval>
      <sx:territory>
        <sx:location>
          <sx:country xmlns:iso="urn:mpeg:mpeg21:2003:01-
          REL-SX-NS:country">iso:IT</sx:country>
        </sx:location>
      </sx:territory>
      <sx:feeFlat>
        <sx:rate>
          <sx:amount>0</sx:amount>
        </sx:rate>
      </sx:feeFlat>
    </r:allConditions>
  </r:grant>
  <r:issuer>
    <r:keyHolder>
      <r:info>
        <dsig:KeyName>LICENSOR</dsig:KeyName>
      </r:info>
    </r:keyHolder>
  </r:issuer>
</r:license>
```

5.1.2 B2B

The files associated to the B2C scenario are:

Contract2-License2.doc

contrac2-b2c.xml

contract2-b2b.xml

5.1.2.1 ONLINE MUSIC RETAIL AGREEMENT

This retail agreement is made on the __ day of 2004 between __ of __ (insert address) ("the OWNER") and ("the retailer").

- 1. The OWNER will provide with access to the music catalogue owned and managed by _____, for the purpose of reselling in the form of an online music store otherwise known as a digital music download service. OWNER shall provide with one year exclusive access to current and future song(s) and album release for digital retail sale only.*

2. will convert the catalogue to the required format for digital downloads.
3. OWNER gives full rights to convert catalogue to format required for retail sales and to make and perform 30sec clips for preview to promote sales
4. OWNER will provide with one copy of each album or single at no cost to
5. will not use the catalogue of music for any other purpose other than stated above.
6. will pay above mentioned label **20%** of each track or album sold. All fees are paid on a quarterly basis. Minimum payment is
7. is registered with Collecting Society.....
8. acknowledges that the OWNER maintains all rights and ownership of the music catalogue supplied.

OWNER shall obtain and pay for any necessary clearances and licenses in the Territory (Universe) for all OWNER Content and Artwork. OWNER shall be responsible for and timely payment (i) any royalties and other income due to artists, authors, co-authors,, co-copyright owners, producers and other record royalty participants from sales, (ii) all mechanical royalties payable to publishers and/or authors or co-authors of copyrighted musical compositions embodied in Digital Masters from sales (iii) all payments that may be required under collective bargaining agreements applicable to OWNER or third parties (iv) any other royalties, fees and/or sums payable with respect to the OWNER Content, Artwork, metadata and other materials provided by OWNER to Any sound recordings and the underlying musical compositions that are provided by or on behalf of OWNER to must be owned or controlled by OWNER and/or have been cleared by OWNER.

5.1.2.2 Associated DRM Rule for distribution

```
<?xml version="1.0" encoding="UTF-8" ?>
<r:license xmlns:r="urn:mpeg:mpeg21:2003:01-REL-R-NS"
xmlns:sx="urn:mpeg:mpeg21:2003:01-REL-SX-NS"
xmlns:mx="urn:mpeg:mpeg21:2003:01-REL-MX-NS"
xmlns:dsig="http://www.w3.org/2000/09/xmldsig#"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="urn:mpeg:mpeg21:2003:01-REL-R-NS ..\schemas\rel-r.xsd
urn:mpeg:mpeg21:2003:01-REL-SX-NS ..\schemas\rel-sx.xsd
urn:mpeg:mpeg21:2003:01-REL-MX-NS ..\schemas\rel-mx.xsd">
<r:title>Online Music retail agreement</r:title>
<r:grant>
  <r:issue />
  <r:grantGroup>
    <r:grant>
      <mx:play />
      <r:digitalResource>
        <r:nonSecureIndirect Id="The_music_catalogue" />
      </r:digitalResource>
      <sx:feeFlat>
        <sx:rate>
          <sx:amount>20</sx:amount>
        </sx:rate>
      </sx:feeFlat>
    </r:grant>
  </r:grantGroup>
</r:grant>
```

```

        </r:grant>
    </r:grantGroup>
</r:grant>
<r:issuer>
    <r:keyHolder>
        <r:info>
            <dsig:KeyName>owner key!!! -(jul06)</dsig:KeyName>
        </r:info>
    </r:keyHolder>
</r:issuer>
</r:license>

```

5.1.2.3 Associated DRM Rule for modifications of the content (B2C rule for B2B users)

```

<?xml version="1.0" encoding="UTF-8" ?>
<r:license xmlns:r="urn:mpeg:mpeg21:2003:01-REL-R-NS"
xmlns:sx="urn:mpeg:mpeg21:2003:01-REL-SX-NS"
xmlns:mx="urn:mpeg:mpeg21:2003:01-REL-MX-NS"
xmlns:dsig="http://www.w3.org/2000/09/xmldsig#"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="urn:mpeg:mpeg21:2003:01-REL-R-NS ..\schemas\rel-r.xsd
urn:mpeg:mpeg21:2003:01-REL-SX-NS ..\schemas\rel-sx.xsd
urn:mpeg:mpeg21:2003:01-REL-MX-NS ..\schemas\rel-mx.xsd">
<r:title>Online Music retail agreement</r:title>
<r:grantGroup>
    <r:grant>
        <mx:reduce />
    </r:grant>
    <r:grant>
        <mx:adapt />
    </r:grant>
</r:grantGroup>
<r:issuer>
    <r:keyHolder>
        <r:info>
            <dsig:KeyName>owner key!!! -(jul06)</dsig:KeyName>
        </r:info>
    </r:keyHolder>
</r:issuer>
</r:license>

```

6 Next steps

WP8.5 continues until M42, and the sample formats presented in this Zip file (axmedis-de8-5-1-1-v1-2.zip) represent a current status of work in progress. The next steps are to develop:

- More SMIL layout examples for PC and PDA
- Declination of layout examples for Mobiles
- Full tests using the AXMEDIS content formatting engine to format objects, once it is operational
- Samples of standard scripted code for navigation, media control, etc.
- Specific DRM models for licenses issued by producers, integrators, distributors, etc. with respect to their typical clients/customers
- integration between formats and DRM rules.