



AXMEDIS



Automating Production of Cross Media Content for Multi-channel Distribution

<http://www.AXMEDIS.org>

Project Description for Press Release

(Short Version)

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Project Number: IST-2-511299

Project Value: about €14.0 Million Euro

Motivations and Aims

Currently, the 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 e-content domain. Production costs must be drastically reduced without affecting product quality. Content providers, aggregators and distributors constantly need to adopt innovative means of increasing efficiency in order to reduce cost. Possible solutions to this challenge could be found by automating, accelerating and restructuring production processes. Such solutions will enable the production processes to be faster and cheaper, while at the same time providing new capabilities to support safer distribution.

Challenges, Objectives and Goals

AXMEDIS aims to meet the challenges of market demand by: (i) reducing costs for content production and management by applying Artificial Intelligence techniques for content composition, representation (format) and workflow; (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 and flexible 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 innovative methods and tools to speed up and optimise content production and distribution, up to the *production-on-demand* capability, for leisure, entertainment and digital content valorisation and exploitation in general. 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 function as real components in activities such as 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 interactive TV (i-TV), personal computer (PC), kiosk, mobile, PDA and others.

AXMEDIS will offer assistance and technical support to companies interested in using the platform and adopting the AXMEDIS solutions. This support action will be provided through activities such as training, management, 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*).

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

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