



Automating Production of Cross Media Content for Multi-channel Distribution

www.AXMEDIS.org

DE9.4.3

First Prototype of content production and distribution on-demand for PC

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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 first prototype for content production and distribution in push, as defined in the WP9.4. It contains a description of the prototype for content distribution via internet delivered as DE9.4.3.

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
- Content acquisition within the AXDB (interfacing the Query Support tool the medioclub manager to search for new content in the AXMEDIS Data Base, filtering the search by PAR (Potential Available Rights) 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 Internet Distribution via Web - Scenarios

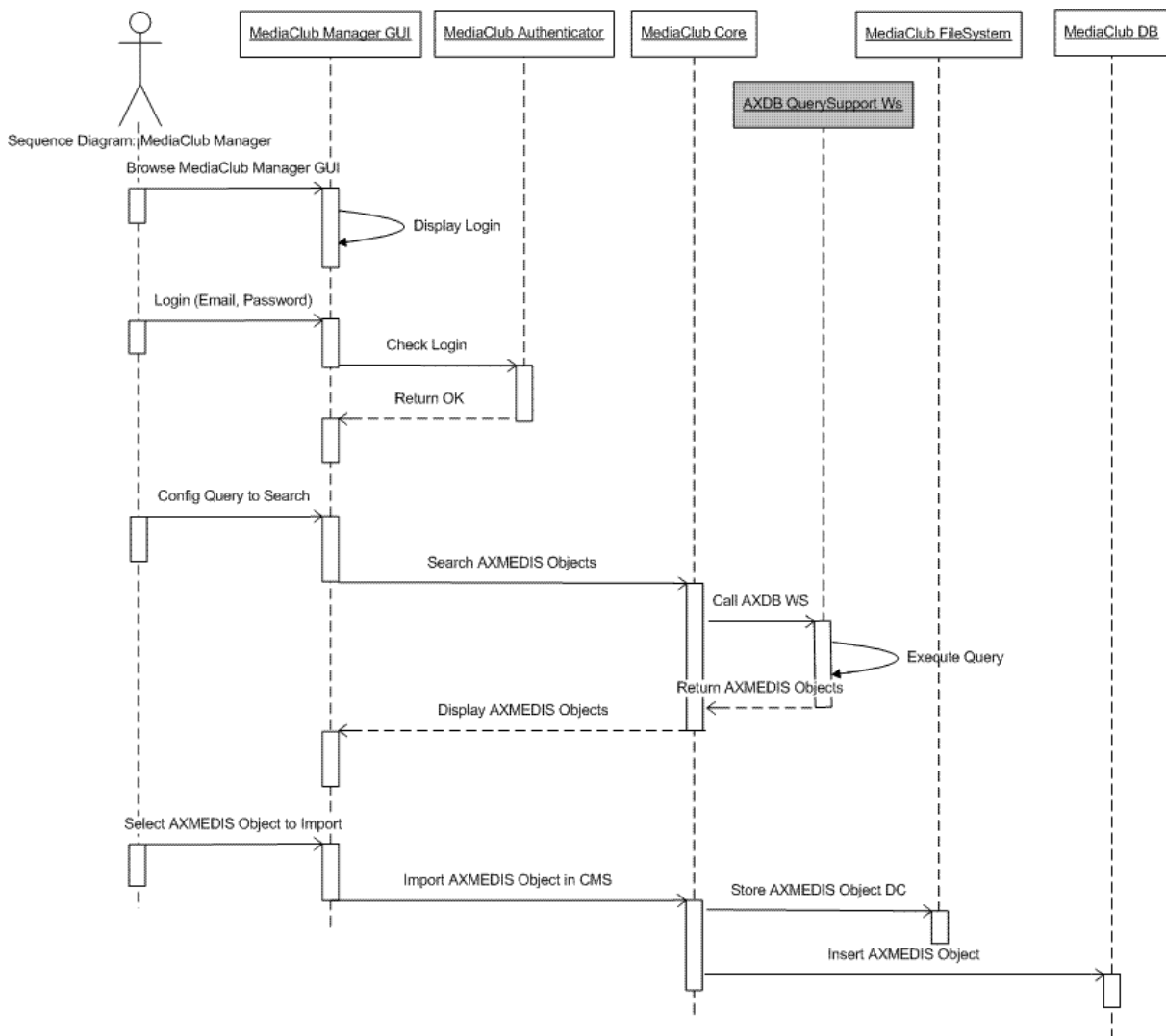
The prototype developed is mainly focused on the functionalities needed to cover the following two scenarios:

- content acquisition from the Axemdis B2B network;
- 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.

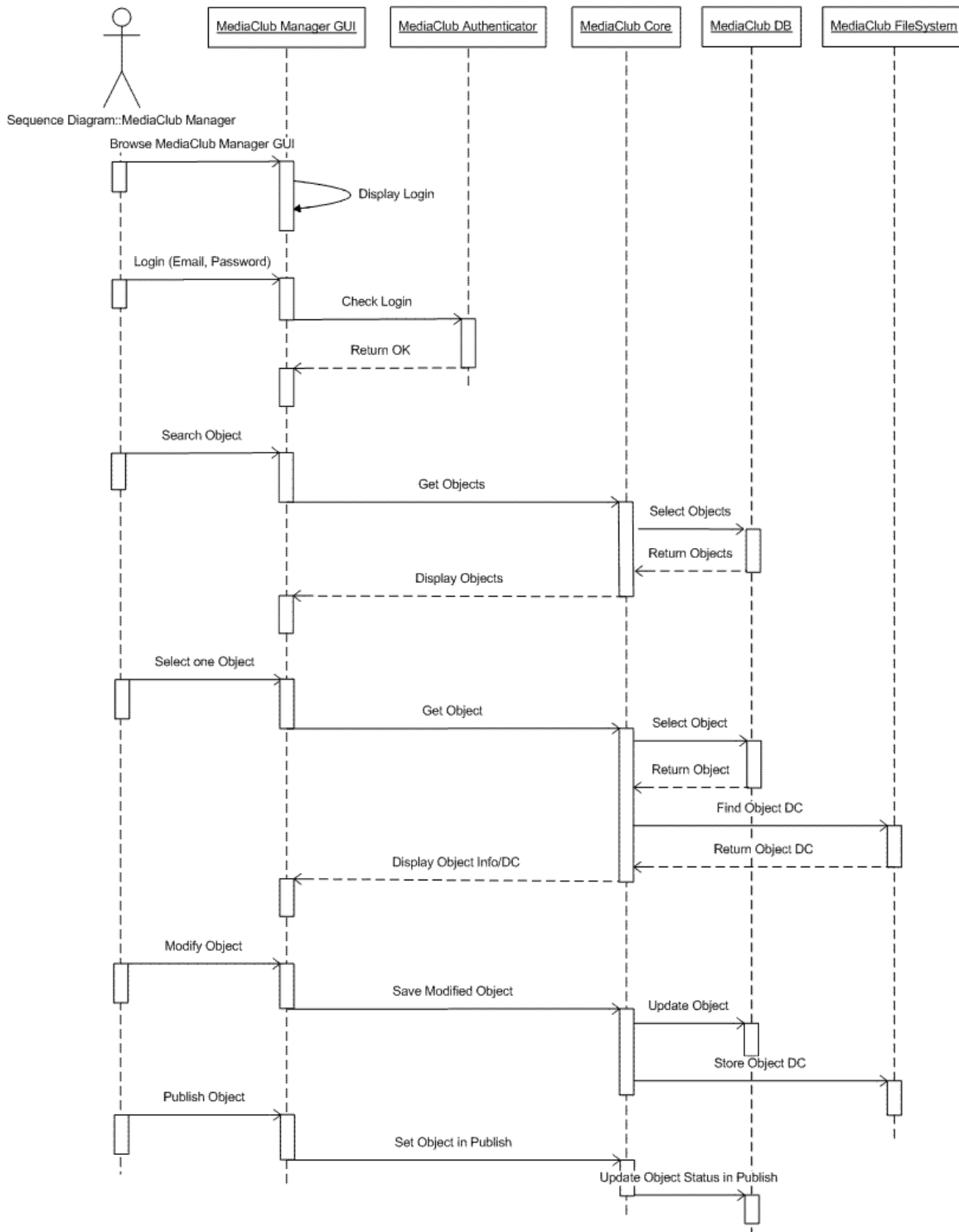
The following sequence diagram summarize the actions taken and the prototype components involved in the scenario described:



Scenario 2: Edit and publishing 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.

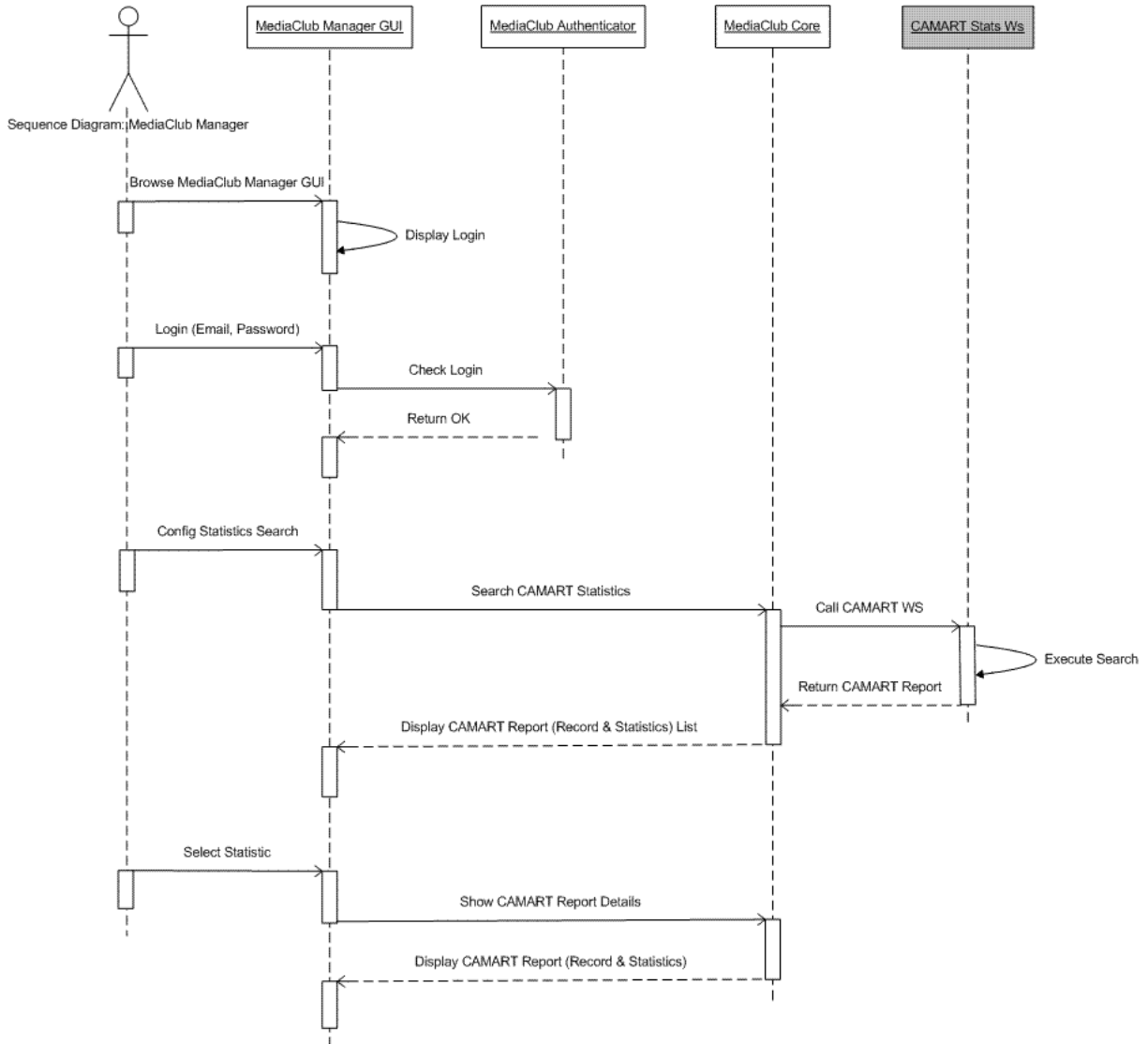
The following sequence diagram summarize the actions taken and the prototype components involved in the scenario described:



Scenario 3: reporting through CAMART

1. Reporting information for accounting and billing purposes are retrieved from CAMART
2. Reported information are integrated in the administration system for business purposes

The following sequence diagram summarize the actions taken and the prototype components involved in the scenario described:



3.2 Internet Distribution via Web - Prototype

The prototype does not fully integrate the AXMEDIS framework, although APIs and interfaces are fully identified and specified in the WP 9.4.1.

The Internet Distribution channel prototype performs the following actions:

- search and acquire contents from the AXMEDIS B2B Network;
- content publication in the web site and distribution to the end user;
- view statistical information coming from CAMART


Here below some a brief description of the main functionalities implemented:

Import media

Is the interface for querying contents in the AXMEDIS B2B Network.

Query result example is shown in the figure below.

mediacubmanager

logout 

- import media
- media catalog
- reports & statistics

import media

Search for: ☐ not downloaded ☐ downloaded

60 Records found
<< Prev Page 1/10 Next >>
Result for page: 6 6 Search


#	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	

[message]
<< Prev Page 1/10 Next >>



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

title: **title media**
creator: creator
description: description... description... description...
description... description... description...
description... description...

publisher: publisher
date: 28/12/2004
type: video
format: avi
language: english
media: divx
album: none
genre: drama

import media

Status: ■ **Imported**
Date: 01/11/2005 09:00
Details: [go to media catalog](#)

[message]
Import

[back to axmedis media list](#)

AXMEDIS project

7

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.

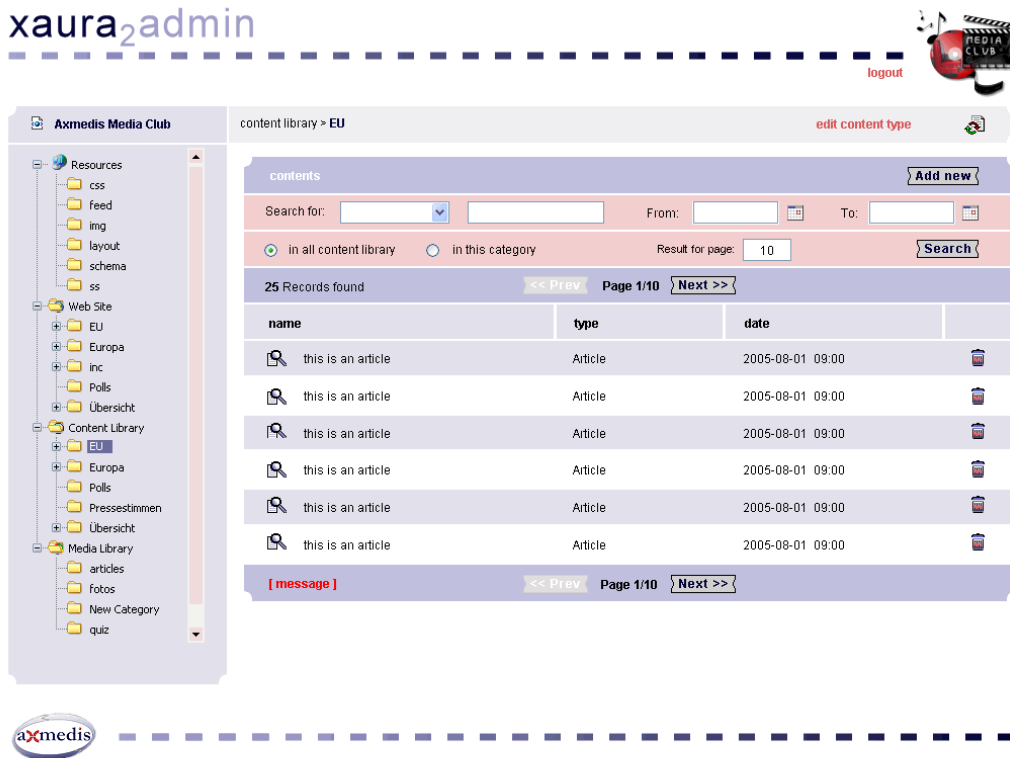
The screenshot displays the 'medioclubmanager' web application. On the left, a sidebar contains three links: 'import media', 'media catalog' (which is highlighted), and 'reports & statistics'. The main area is titled 'media catalog' and includes an 'Edit catalog' button. Below the title is a search bar with a dropdown menu set to 'name', an 'Imported from:' field, and a 'to:' field. A status bar indicates '60 Records found', 'Page 1/10', and 'Result for page: 6'. The main content is a table with columns: '#', 'id', 'name', 'type', 'author', 'imported', and a magnifying glass icon. The table lists six records, all with the same ID (123456789) and name ('this an axmedis media'). The types are document, image, document, document, video, and video. The author for all is 'author' and the imported date is '2005-08-01 09:00'. At the bottom, there is a '[message]' link and pagination controls. The 'axmedis' logo is visible in the bottom left corner.

#	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	

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.

Content Editing

Once the Editor was logged in, he brows the administration interface using the left column links in the page. To access to a content the editor brows 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

- 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 library > EU > this is an article

content details

content name:

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

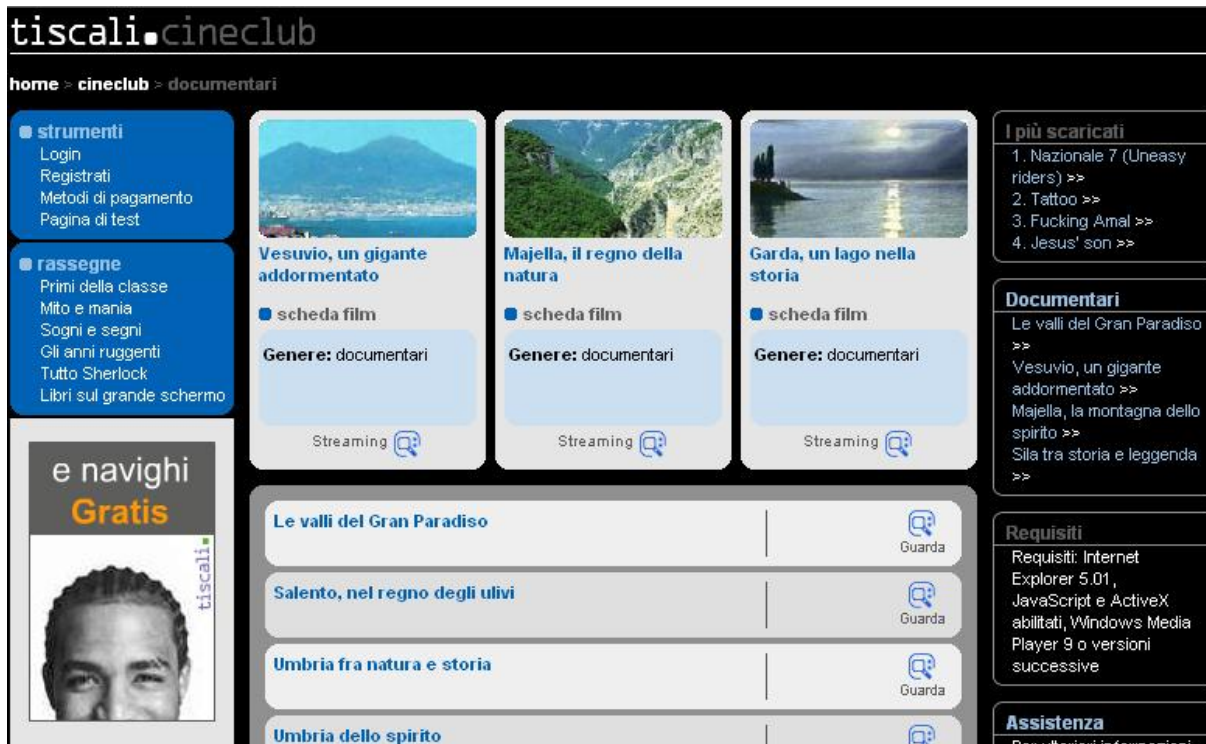
Image 130x110

Image 150x106



The editor edit 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.

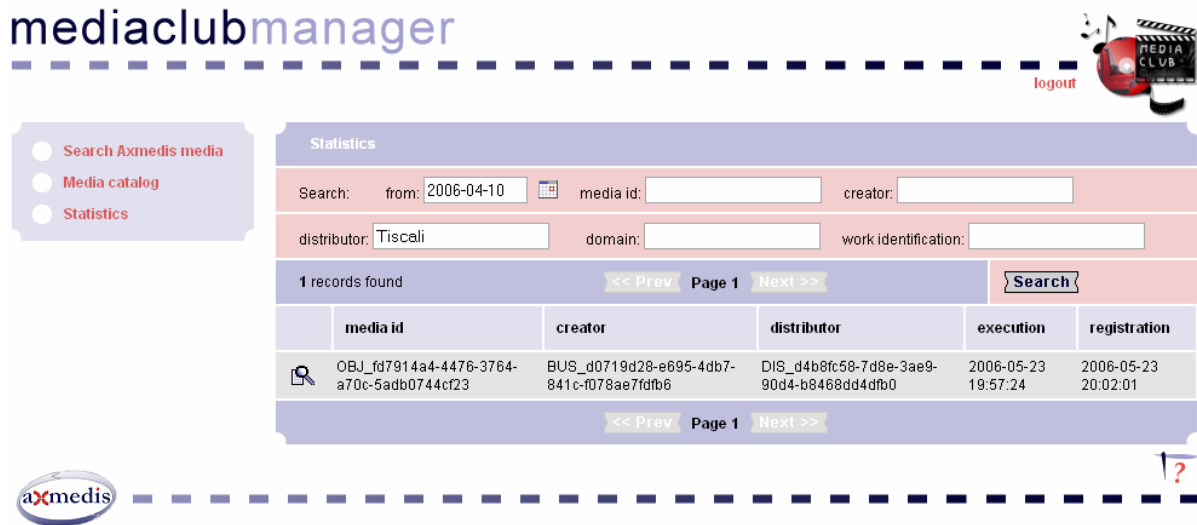
Now the content is published and available in the website for the users that can access to it.



Reports

Is the interface for querying usage contents reports on CAMART.

Query result example is shown in the figure below.



Axmedis Statistic details

media id:	OBJ_fd7914a4-4476-3764-a70c-5adb0744cf23	location:	
creator:	BUS_d0719d28-e695-4db7-841c-f078ae7fdb6	inter. standard recording code:	ISRC unknown
distributor:	DIS_d4b8fc58-7d8e-3ae9-90d4-b8468dd4dfb0	operation id:	5
execution:	2006-05-23 19:57:24	object code:	objectCode unknown
registration:	2006-05-23 20:02:01	log id:	CSO_560ead4e-b2d8-339b-af26-940c49e27c3c

Close

3.2.1 Video Demonstration

- Internet Distribution of Content (Case and demonstrator)
 - Video on the Distributor point of view
(http://www.axmedis.org/documenti/view_documenti.php?doc_id=2126)
 - Video on the End User point of view
(http://www.axmedis.org/documenti/view_documenti.php?doc_id=2124)

4 Bibliography

DE 9.4.1 Specification of content production and distribution via Internet.

DE 9.4.2 Mock up of content production and distribution on-demand for PC