



# Automating Production of Cross-Media Content for Multichannel Distribution

The AXMEDIS Consortium is engaging in a large-scale cooperative venture with research and commercial partners across Europe to create the first European open and interoperable platform for the distribution and exploitation of all types of cross-media contents on a global scale with digital rights management (DRM) and protection.

**For CONTENT OWNERS, PRODUCERS and CREATORS** AXMEDIS offers innovative tools to support automatic production, adaptation, formatting, editing, aggregation, management, and protection of any type of digital content and licenses; enabling distribution and exploitation of such content over multiple channels (e.g., satellite, internet, mobile networks).

**For DISTRIBUTORS and CONSUMERS** AXMEDIS provides tools to massive and automated production of content, handling any type of content supporting a large variety of devices and business models.

**For COLLECTING SOCIETIES** AXMEDIS tools enable the set up of the monitoring process of rights usage and statistics to collect and distribute revenues to the right holders in a more efficient and fast manner.

**For CONTROL and SUPERVISION** AXMEDIS provides tools for controlling rights exploitation, detecting violations, and blocking any unauthorised or illegal activities.

**For CONSUMERS and END USERS AXMEDIS** users will experience the possibility to enjoy cross-media digital content on a wide range of devices, formats and platforms, with assurance on legalities and rights.