Workshop on Cross Media Content production and sharing

Paolo Nesi
Coordinatore AXMEDIS

http://www.axmedis.org/cmcps2007/
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Accademia Nazionale di Santa Cecilia
Auditorium Parco della Musica, Rome - Italy

Agenda

- Market and Trends
  - AXMEDIS Overview
    - AXMEDIS Framework
    - Cross Media Content
    - Major AXMEDIS tools
    - AXMEDIS Applications
    - Discussion
- Lunch
- Content Production
  - Manual Cross Media Content Production
  - Automated Content Production
  - Discussion
- Closure
Trend of Paid Online Content

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publishing</td>
<td>268</td>
<td>326</td>
<td>370</td>
<td>403</td>
</tr>
<tr>
<td>Video</td>
<td>88</td>
<td>123</td>
<td>186</td>
<td>244</td>
</tr>
<tr>
<td>Games</td>
<td>368</td>
<td>485</td>
<td>610</td>
<td>762</td>
</tr>
<tr>
<td>Music</td>
<td>269</td>
<td>452</td>
<td>652</td>
<td>836</td>
</tr>
<tr>
<td>Other</td>
<td>448</td>
<td>487</td>
<td>518</td>
<td>540</td>
</tr>
<tr>
<td>Total content revenues</td>
<td>1,441</td>
<td>1,883</td>
<td>2,336</td>
<td>2,785</td>
</tr>
</tbody>
</table>

Source: JupiterResearch - European Paid Content and Services Forecast

Also Screen Digest

Digital content market in the EU, market size (2005-2010) (£m)

- Music (online+mobile)
- Movies (VOD)
- Games (online+mobile)
- TV prog
- Publishing
- Radio

Source: Screen Digest
**IFIP Report 2006**

The advance of the global digital music market

<table>
<thead>
<tr>
<th></th>
<th>2004</th>
<th>2005</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadband lines (M)</td>
<td>151</td>
<td>190</td>
<td>26%</td>
</tr>
<tr>
<td>Single tracks downloaded (M)</td>
<td>185</td>
<td>419</td>
<td>169%</td>
</tr>
<tr>
<td>Online music services</td>
<td>230</td>
<td>335</td>
<td>46%</td>
</tr>
<tr>
<td>Song catalogue (M)</td>
<td>1</td>
<td>2</td>
<td>100%</td>
</tr>
<tr>
<td>Subscription service users (M)</td>
<td>1.5</td>
<td>2.8</td>
<td>87%</td>
</tr>
<tr>
<td>Mobile phone subscriptions (M)</td>
<td>1350</td>
<td>1526</td>
<td>13%</td>
</tr>
</tbody>
</table>

Sources: Point of Sale-IFIP, Marketforce, SoundScan, ICOL, IFPI, Germany, Sweden, ITU, IFPI, subscription service providers, IFPI.

US digital music market – the key figures

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<th>2004</th>
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<th>Change</th>
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<tbody>
<tr>
<td>Broadcast lines (M)</td>
<td>34</td>
<td>43</td>
<td>26%</td>
</tr>
<tr>
<td>Single tracks downloaded (M)</td>
<td>143</td>
<td>553</td>
<td>147%</td>
</tr>
<tr>
<td>Album downloads (M)</td>
<td>6</td>
<td>11</td>
<td>83%</td>
</tr>
<tr>
<td>Mobile subscriptions (M)</td>
<td>163</td>
<td>174</td>
<td>7%</td>
</tr>
</tbody>
</table>

Sources: Point of Sale-IFIP, Marketforce, ICOL, IFPI, Germany, Sweden, ITU, IFPI, subscription service providers, IFPI.

European digital market – the key figures

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<td>46%</td>
</tr>
<tr>
<td>Single tracks downloaded (M)</td>
<td>14</td>
<td>62</td>
<td>355%</td>
</tr>
<tr>
<td>Online music services</td>
<td>150</td>
<td>200</td>
<td>33%</td>
</tr>
<tr>
<td>TV mobile phone subscriptions (M)</td>
<td>5</td>
<td>18</td>
<td>250%</td>
</tr>
</tbody>
</table>

Sources: Point of Sale-IFIP, ICOL, IFPI, Germany, Sweden, ITU, IFPI, Jupiter.

**Grow AVG, Mill. Download files per year, EU 25, P2P**

- France
- Germany
- Italy
- Poland
- Spain
- Sweden
- United Kingdom
- Rest of Europe

![Graph showing download file growth from 2002 to 2010 for various countries and P2P categories](image-url)
The Long Tail

ANATOMY OF THE LONG TAIL

Online services carry far more inventory than traditional retailers. Rhapsody, for example, offers 18 million songs against 15,000 songs at Wal-Mart's stock of 15,000 books. The appetite for Rhapsody's song shows immense variety, forcing a retailer relying on the so-called Long TailMeanwhile, even as consumers flock to consumerware books, music, and other digital, there is not demand for niche two found only online.

THE NEW GROWTH MARKET:
OBSCURE PRODUCTS YOU CAN'T GET ANYWHERE BUT ONLINE

Trend of tech. penetration on accessing digital content

Source: CecoLogic – P2P in 2005
What is AXMEDIS?

- AXMEDIS is a consortium/project of the European Commission proposed by companies and institutions to solve a set of problems in the area of e-commerce of digital content
  - approved by the EC for reaching specific objectives, among them the creation of an Open Platform for the digital content production, protection and distribution.
  - partially funded by the EC and partially from the Companies and Institutions involved
- AXMEDIS is open to ALL via the Affiliation
  - It is possible to join AXMEDIS, allowing you to access at the knowledge and tools/source code produced for your business

- Start: 1st September 2004
- Cost: about 14 Meuro
- About 200 people are working on AXMEDIS every day
- More than 35 partners (contractors and affiliated)
Perform research on enabling technologies to allow:
- reduction of distribution and aggregation costs for content production, protection and management
- using and exploiting new models, methods and tools for content production, protection and distribution

Create a unified European platform for content production and distribution:
- Supporting interoperability among different:
  - content formats, cross media and simple resources
  - distribution channels (TV, PDA, mobile, kiosks, broadcasting,...)
  - DRMs (digital rights management) models (e.g., MPEG-21, OMA, Windows DRM, etc.)
- Supporting massive processing for content production and distribution (on demand), license processing, event tracking, protection, tracking and DRM, exploitation of legacy CMSs
- Enforcing flexibility in business and transaction models
- Integration and Harmonization of DRM in B2B and B2C areas
- Modeling secure/legal P2P content sharing for both B2B and B2C
- Expanding and exploiting MPEG-21 standard
AXMEDIS B2B Distribution and Sharing

Content Providers

Internet Distributor

P2P B2B network

Content Integrators

Collecting Societies

Content Producers

AXMEDIS

Portal

AXMEDIS Applications

Applicative areas of automated content production and protection

- Entertainment, edutainment, infotainment, educational, etc.
  - Real-time and non-real-time content distribution and sharing
  - Internet, P2P, broadcast, IPTV, mobiles, DVB-T, DVB-S, DVB-H, etc.
- Other relevant applicative areas are:
  - banking, governmental, military and healthcare

Technical Applications of AXMEDIS

- Massive and scalable production of content on demand
- Content distribution: single and multi-channel
- Content protection and DRM
- Content recognition and monitoring
- Content management and archive management
- Content sharing among producers and distributors
- Content integration and metadata enrichment
- Content enrichment
- Etc.
**Agenda**

- **Market and Trends**
- **AXMEDIS Overview**
  - AXMEDIS Framework
  - Cross Media Content
  - Major AXMEDIS tools
  - AXMEDIS Applications
  - Discussion
- **Lunch**
- **Content Production**
  - Manual Cross Media Content Production
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- **Closure**
AXMEDIS Cross Media Content Model

- Model supporting B2B-B2C content production and transactions,
  - for protected and non protected objects
- Based on MPEG21 Digital Items
- Overcoming limitations in content modeling and DRM of Windows Media, I-Tune, Adobe, Google, etc.:
  - Any kind of metadata and Any kind IDs
  - Cross media: any kind of digital resource
    - images, documents, video, audio, games, HTML, SMIL, MPEG-4, etc.;
  - Content components: composition and reuse;
  - DRM interoperability: MPEG-21 and OMA
  - DRM Chain of licenses: B2B and B2C integration;
  - Integration of semantics and behavior into the content.
- Supporting legal/secure P2P for B2B and B2C/C2C

AXMEDIS Object Model

AXObject

AxOID

AxMetadata

AxContent

AxInfo

AxDublinCore

AxResource

Ax OID

content description

special B2B metadata

unique identification

MPEG21

Digital Item

mandatory

resource embedding

hierarchical composition

external content referencing

AxObject

AxReferred

Object
The AXMEDIS Editor is an application allowing:
- manual production of AXMEDIS objects
- inspection of automatically produced objects
- finishing AXMEDIS objects pre-produced automatically

It integrates many Editors & Viewers to handle all the aspects of the AXMEDIS Objects production:
- Resource
- OBJ Composition
- Metadata
- DRM/Licenses
- Protection
- Presentation
- Behavior
- Etc....
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Major AXMEDIS Tools

- Players for cross media content:
  - PC, PDA, STB, mobiles, etc.
- Content Production tools
  - Authoring tools for cross media content: AXMEDIS Editor
  - for content, protection and licenses
  - Automated production tools for content, protection packages
  - and licenses: AXCP, Workflow
  - CMS: search and retrieval, automated connection with your
  - own and/or third parties CMSs
- Content Distribution
  - P2P tools for B2B and C2C in a controlled and safe/legal
  - manner: AXEPTool, AXMEDIA
  - User and tool Registration portals
  - Certification authority, AXCA
  - License Server and Certifier and Verificator, PMS/AXCS
  - Scheduling: Program and publication, Workflow, etc.
  - Distribution Portal
AXMEDIS Training slides, http://www.axmedis.org

AXMEDIS Architecture

- AXMEDIS Factory
- AXMEDIS Editors
- AXMEDIS Content Processing Engines and Scheduler GRIDs
- AXMEDIS database Area
- CMSs
- Crawlers
- AXMEDIS Accounting area
- Programme and Publication
- Protection and Supervising tools

Workflow Management tools

AXEPTools

AXMEDIS Network

- AXMEDIS Factory
- AXMEDIS Editors
- AXMEDIS Content Processing Engines and Scheduler GRIDs
- AXMEDIS database Area
- CMSs
- Crawlers
- AXMEDIS Accounting area
- Programme and Publication
- Protection and Supervising tools

B2B Content Distribution

- Distributor
- AXMEDIS Players

B2C Content Distribution

- Distributor
- AXMEDIS Players

AXMEDIS Players

- PC players with full functionalities
  - Stand Alone Player for Windows
  - Version with Replaceable skins
  - Active X Player for Windows, for:
    - Integrating player in Html pages
    - Microsoft Internet Explorer Browser
    - Macromedia tools Authorware
    - Realising customised AXMEDIS Players based on .NET
    - Plug in for Mozilla Internet Browser
    - Integrating player in Html pages
      - Two different skins

- PDA player:
  - MPEG-4 player, later SMIL

- STB player:
  - It will be ready for April 2007
  - MPEG-2, MPEG-4

- Mobile player:
  - A pure Java player will be ready for April 2007
  - SMIL or SVG support with Audio Visual
  - MMAP of Java

www.axmedis.org
AXMEDIS Content Processing Capabilities

- Automated Content Ingestion and Gathering
- Automated Content Query and Retrieval
- Automated Content Load and Storage: databases and files
- Automated Content and Metadata Processing
- Automated Data processing
- Automated Content Composition
- Automated Content Formatting
- Automated Content Protection
- Automated Content Licensing
- Automated Content Publication/Download on P2P Network
- Automated Content Distribution
- Automated Profile management and processing
- Automated Production of Content on Demand

AXMEDIS Content Processing GRID

- AXCP GRID
- Workflow manager
- AXMEDIS Rule Editor
- Your AXCP Rules
- AXCP nodes
- Distribution Channels and servers
- Any Plug-in for content processing
- WS, FTP, etc.
- AXMEDIS Database
- Your CMSs

www.AXMEDIS.org, Febbraio 2007
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AXMEDIS Applications/Demonstrators

- Multichannel architecture for distribution
- Distribution towards:
  - PCs via Internet+P2P: TISCALI Media Club, DSI
  - PCs via Satellite data broadcast: EUTELSAT, MBI
  - PDA via Kiosks: ILABS + ANSC Kiosks, TISCALI, DSI
  - STBs:
    - DVB-T, VOD: TEO and ELION (telecom Lithuania and Estonia)
    - STB/PVRs via Satellite data broadcast: EUTELSAT, MBI
  - Mobiles:
    - MPEG-21 distribution to mobiles: ILABS, TISCALI, DSI
    - OMA based distribution to mobiles: Telecom Italia, DSI
  - DVB-T + home domains/media center: BBC, SDAE, ETRI, UPC
- P2P distribution with AXMEDIS
  - B2B content distribution
  - C2C content distribution and sharing
  - Sharing content among archives and mediates
- Content Enrichment:
  - VARIAZIONI (other 10 partners): GERMINUS, RIGEL, ALBENIZ, UPC, etc. (www.variazioni.org)
B2C distribution
AXMEDIS objects with
- Video and Audio Files, and also MPEG-4
- Licenses and Protection Information not in the object
The AXMEDIS Objects may be
- shared among consumers with AXMEDIA Tool a P2P tool
- Visualized and played on AXMEDIS players free downloaded
The users have to perform the registration of
- themselves on an AXMEDIS portal
- any AXMEDIS player tool they would use
- Mainly on PCs and Media Centers. PVRs
License allows
- Content sharing on AXMEDIA
- Content play
- Content Adaptation...
- Content Migration on other P2P channels...
- Content Migration on any other AXMEDIS terminal
ILABS Distribution with AXMEDIS technology

- **B2B and B2C distribution**
- **AXMEDIS objects with**
  - Educational and cultural content,…
  - Video, images, document, audio, animations, etc.
- **Licenses and Protection Information not in the object**
- **The AXMEDIS Objects may be**
  - Visualized and played on AXMEDIS players free downloaded
- **The users have to perform the registration of**
  - themselves on an AXMEDIS portal
  - any AXMEDIS player tool they would use
  - Mainly on PDA and mobiles
- **License allows**
  - Content play
  - Content Adaptation…
  - Content Migration on any other AXMEDIS terminal, in some cases

AXMEDIS Architecture
EUTELSAT Distribution with AXMEDIS Technology

- B2B and B2C distribution
- AXMEDIS objects with
  - Any kind of content, ...
  - Video, images, document, audio, animations, etc.
- Licenses and Protection Information not in the object
- The AXMEDIS Objects may be
  - Visualized and played on AXMEDIS players free downloaded
- The users have to perform the registration of
  - themselves on an AXMEDIS portal
  - any AXMEDIS player tool they would use
  - Mainly on PC for TV and/or i-TV
- License allows
  - Content play
  - Content Adaptation...
  - Content Migration on any other AXMEDIS terminal, in some cases
AXMEDIS Training slides, http://www.axmedis.org

AXMEDIS Scheduler

Content Databases

AXMEDIS Grid

Content: Search, Selection, Acquisition, Production, Adaptation, Transcoding, Formatting, Packaging, Protection, Publication and Licensing on Demand

Distributor front end Server

Rule Editor

User and Device profile

Activate Rule

Few Ready to use rules

Personalized Content on Demand

AXMEDIS CS

AXMEDIS PMS

Add Info

AXCP as Transcoding/Adapt. Platform OnDem

Content Sharing among Content Archives

Internet Distributor

Archive B

Content Provider

Mediateque C

Archive A

Mobile Distributor

Library C

Content Integrator

Archive Z

Wireless LAN

P2P B2B network
**P2P Distribution and content Sharing with AXMEDIS**

- AXMEDIS P2P tools for content sharing respecting IPR
  - Content Distribution and P2P file sharing based on BitTorrent
  - DRM support, supervision and control
  - Certified metadata, etc.

- AXEPTool
  - Only for B2B
  - Technical queries and information:
    - Features, descriptors, duration, formats, license information, distribution model, etc.
  - Automated loading and publication via the AXCP tools
  - Control and certification of metadata

- AXMEDIA tool:
  - Only for C2C and B2C
  - Simple queries on simple user focussed metadata
  - Simple management of files on the file system
  - Control and certification of metadata
For Content Enrichment with

- **700 hours of audiovisual**
  - Master classes of famous magisters (Harmos)
  - Concerts
  - Conferences
  - Special Events...
- **1000 hours of audio**
  - Concerts
  - Lessons
  - Rehearsals of concerts
  - Popular Songs...
- **2000 historic documents**
  - Programs of concerts
  - Letters
  - Scores
  - Images
  - Articles
  - Pedagogical Material

Partners in

- **Coordinator and content provider**
  - Fundacion Albeniz (FIA)- Spain
- **Technical providers**
  - Germinus XXI, Grupo Gesfor (Germinus)- Spain
  - Dipartimento di Sistemi e Informatica, Università degli Studi di Firenze (DSI) -Italy
  - Rigel Engineering SRL (Rigel)- Italy
  - Music Technology Group, Universitat Pompeu Fabra (UPF)- Spain
  - Exitech SRL - Italy
- **Content providers**
  - Lithuanian Academy of Music and Theatre (LMTA)- Lithuania
  - Koninklijk Conservatorium Brussel, Erasmushogeschool Brussel (EHB)- Belgium
  - Escola Superior de Música e Artes do Espectáculo do Porto (ESMAE)- Portugal
  - Sibelius Academy (SIBA)- Finland
- **Dissemination**
  - Association Européenne des Conservatoires, Académies de Musique et Musikhochschulen (AEC) - Netherlands
DRM Interoperable …… Yes, but how?

DRM, Digital Rights Management
- Digital management of rights

DRM Proprietary
- based on proprietary formats for content and licenses, IPMP information, control messages, and reporting, etc.

DRM Interoperable (e.g., MPEG-21, DMP o OMA)
- based on a UNIQUE format Standard for content and licenses, IPMP information, control messages, and reporting, etc.
  - Extension are not accepted if not decided by the standard body

DRM Interoperable “a la AXMEDIS”
- based on SEVERAL formats standard (MPEG-21 e OMA) e/o proprietary for content and licenses, IPMP information, control messages, and reporting, etc.
  - It can be extended to accept other formats when they are needed for example to have also Windows Media, i-Tune, or more, etc.
  - Support of the B2B

Multichannel

Distributors managing different channels

Different DRMs
- AXMEDIS
- OMA
- Windows Media
### List of Events/Actions on rights Exploitation

- **Collecting Events and Actions**
  - Further reporting
  - Further verification of consistency
  - Provide the evidence about the exploitation of rights to:
    - Content owners, producers, collecting societies, distributors, etc.
  - Provide the billing information to the final user
  - Provide the statistical information
- **Counting the usage, exploitation of rights**
  - How many times a music piece has been played, how many print out have been produced, etc.
  - Dynamic definition of price for example…
- **MPEG-21 Event Reporting**
  - Specifies how to express ER-Request and Event Report and how they are represented as digital item

### Reporting, accounting manager and tool, examples

- **Reporting to Distributor**
  - Each exploited right with references to the User-ID for each distributed object (objects that contains its Dist-ID)
- **Reporting to the Integrator/creator**
  - Who create new object from other objects of from scratch
  - The number of exploited rights for each object that contains the Creator-ID and the Dist-ID for each of them
- **Reporting for the Collecting societies, CS**
  - Who is monitoring the exploited rights for third parties, for other creators
  - The number of exploited rights for each Creator-ID associated with the CS, for each object that contains the Creator-ID and the Dist-ID for each of them, in a certain Geographic Region or State
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In the above described Applications

- We have seen:
  - Usage of the AXMEDIS Editors and Players
  - Massive usage of the AXCP GRID for managing back office issues, defining specific scripts for:
    - Automated content production and adaptation (MPEG-21, OMA, etc.)
    - Automated creation of licenses (MPEG-21, OMA, etc.)
    - Automated regeneration of new versions of the objects
    - Automated object acquisition and posting on DataBases
  - Support of the AXMEDIS PMS and AXCS for the DRM aspects
  - Support of the CAMART and AII for collecting reporting data
  - Front ends for selling and distributing of the Distributors involved so that to maintain their plate and relationships with their customers

- In some demonstrators there is the usage of:
  - The P2P tools, for B2B and B2C2C
  - Some specific tools for content posting on the databases
  - Some specific player tools for final users
  - Some specific tools for Home and Factory Domain Management
  - Workflow support
AUTOMATING the BACKOFFICE

- **Lower costs of and enabling**
  - content gathering, transcoding/monitoring platform, production of content on demand with AXCP
  - integrate cross media content and automatically managing rights for complex multimedia products
  - production, B2B distribution, promotion via P2P B2B

- **New forms of content and unexploited content:**
  - Making business with cross media content, integrating HTML, SMIL, document, video, etc., no possible up to now
  - Exploiting the content "long tail"

- **Interoperability, convergence of media**
  - interoperability of content and DRM, Multi-channel distribution
  - access to the same content on several platforms, devices and locations
  - greater level of security, control of content usage in all channels B2B

- **DRM, creation new business models**
  - different business models on the same channel may be used
  - adapting the distribution channel to the users needs and would
  - Access to detailed reporting on the exploited rights

- **Distribute content with**
  - Any B2C: Internet, STB, broadcasting, Mobile, kiosks, pda, etc.
  - P2P to Consumers with the support of DRM

What AXMEDIS can do for Small Publishers

- **New possibilities and low costs for:**
  - Access to new technology that supports new forms of content (cross media content) and DRM standard and interoperable
  - Exploitation of content never used for business before
  - Manual and/or automated Creation of AXMEDIS Objects, protection of them for multichannel distribution
    - Direct access to legacy CMSs
  - Automated Posting of produced objects in a P2P network, making them visible to other actors of the value chain, with defined DRM rules
  - Access to other objects and components via the P2P network for creating more valuable objects and for second localized distribution
  - For creating your own distribution system
  - Direct Reporting of the object consumption, without losing the control of the owned objects and rights
As the AXMEDIS Framework can be exploited

- Usage of AXMEDIS Framework and Tools by
  - Set up and management of single/multichannel Content Distribution with DRM
  - Customizing AXMEDIS Players (PC, PDA, etc.) for creating YOUR own Players
  - Customising AXMEDIS P2P tools for B2B
  - Exploiting Content Processing tools for (AXMEDIS AXCP GRID)
    - reducing production costs and time
    - automating: composition, formatting, protection, feature extraction, distributions, publishing, etc.

- Exploiting AXMEDIS Infrastructure
  - Accessing to advanced State of the Art and standards solutions
  - Sharing Content in a B2B Environment (AXEPTool)
Use of AXMEDIS Framework

- Exploitation of AXMEDIS research and innovation
- To guarantee the return of investment

Affiliation to the AXMEDIS

- **Interoperability on content and DRM, a common framework for all is an added value to your business!**
- You can become affiliated with AXMEDIS. The affiliation provides access to
  - a large amount of information and knowledge
  - full source code of the AXMEDIS Framework
- The benefits of the affiliation include the possibility of using the AXMEDIS technology and tools (customize them from source code), for your business without limitations
- The affiliation can be formalized via the affiliation agreement, you can find information on the flyers and on the DVD and on the portal.
- The affiliation has a small annual fee that can be covered in money or by value offering in change contributions to the AXMEDIS Framework for the community.
If you like to know more about the AXMEDIS framework and other AXMEDIS technologies and functionalities please do not hesitate to contact the project coordinator.

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