



Automating Production of Cross Media Content for Multi-channel Distribution

www.AXMEDIS.org

AXMEDISINFO@axmedis.org

Questionnaire

Version 3.3

First Name: _____

Last name (Surname): _____

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Thank you for your interests in AXMEDIS and thank you for completing this questionnaire. It may seem a large document, but it includes specific questions on very specific areas. Please answer to relevant questions in your context and do not worry about questions that may not make sense to you.

If you are using an electronic version of the Questionnaire, please email to send the completed questionnaire to the AXMEDIS User Group chair, Dr Kia Ng (kia@computer.org). If you are completing a paper version at an AXMEDIS meeting, please return it by post to:

Dr Kia Ng
University of Leeds,
School of Music and School of Computing,
Leeds LS2 9JT, UK

For any further information on AXMEDIS, please do not hesitate to contact the Project Coordinator, Prof Paolo Nesi or email axmedisinfo@axmedis.org.

Table of Contents

GENERAL QUESTIONNAIRE 3

WORKFLOW REQUIREMENTS TO SERVE THE AXMEDIS PLATFORM..... 5

DISTRIBUTION 11

 DISTRIBUTION VIA INTERNET 11

 DISTRIBUTION VIA SATELLITE DATA BROADCAST..... 11

 B2C DISTRIBUTION FOR VIDEO AND MPEG-4 (VIDEO) 12

CONTENT MANAGEMENT SYSTEMS 13

COMPOSITION & FORMATTING TOOLS..... 14

BUSINESS MODELS, DRM AND CONTENT PROTECTION..... 16

CONTENT SEARCH 17

 DOCUMENT TYPES 17

 PROCESSING OPERATIONS (INCLUDING PARAMETERS)..... 18

 CONTENT SEARCH..... 19

 ADDITIONAL ISSUES OR COMMENTS..... 20

 QUERY INTERFACE..... 20

EXPLOITATION 21

 THE AXMEDIS FRAMEWORK 21

General Questionnaire

1. Please specify your expertise by ticking ☒ all boxes that apply.

<input type="checkbox"/> Content provider	<input type="checkbox"/> Content production/Integration
<input type="checkbox"/> Content distribution B2B	<input type="checkbox"/> Content Management
<input type="checkbox"/> Content distribution B2C	<input type="checkbox"/> Legal Aspects
<input type="checkbox"/> Information Technology	
<input type="checkbox"/> Other?	

2. Please specify the sector of your company by ticking ☒ all boxes that apply.

<input type="checkbox"/> Content provider	<input type="checkbox"/> Content production/Integration
<input type="checkbox"/> Content distribution B2B	<input type="checkbox"/> Content Management
<input type="checkbox"/> Content distribution B2C	<input type="checkbox"/> Legal Aspects
<input type="checkbox"/> Information Technology	
<input type="checkbox"/> Other?	

3. Do you see any problems or limitations in the usage of P2P model for sharing and distributing content at B2B level?

4. Which are your methods for content distribution at B2B?

 Are you moving content with hardware media?
☐ Yes
☐ No
 Which hardware media?

5. How many Gigabytes are you moving per year or per months?
 ☐ per year ☐ per month

 How large is your catalogue in terms of:
 number of digital objects? number of Gigabyte?

6. How many times per week/month/year do you refresh your catalogue?

<input type="checkbox"/> Weekly	<input type="checkbox"/> 1m	<input type="checkbox"/> 8-12m
<input type="checkbox"/> Monthly	<input type="checkbox"/> 2-4m	<input type="checkbox"/> over 12 months
<input type="checkbox"/> Yearly	<input type="checkbox"/> 5-7m	

 For which parts: entirely, partially?

7. Which type of content is dominant in your catalogue and in which digital format? Please also specify the importance of the file format with '+' (important) and '-' (minor relevance), e.g. for audio: MP3 (+), WAV (+), OGG(-)
☐ Video
☐ Audio
☐ Documents
☐ Images
☐ Multimedia formats
☐ Other?

8. Is your content protected during the B2B distribution and sharing?
☐ Yes
☐ No

9. How much do you spend in adapting digital content during the year in terms of euros or man months?

-
10. Are you interested in becoming connected to the AXMEDIS P2P Network (AXEPTool) for publishing/ distributing/ integrating content?
☐ **Yes**
☐ **No**
11. Please tick all boxes that describe the aspects of training required to use AXMEDIS technologies and the estimated number of people requiring training in each section
☐ **Content production** ☐ **Content Integration**
☐ **Content distribution B2B** ☐ **Content Management**
☐ **Content distribution B2C** ☐ **Legal Aspects**
☐ **Information Technology**
☐ **Other?**
12. Please specify the number of training sessions required to use AXMEDIS technologies
☐ **1** ☐ **2** ☐ **3** ☐ **4** ☐ **5+**
13. Please specify the number of workshops you would find useful for learning AXMEDIS technologies
☐ **1** ☐ **2** ☐ **3** ☐ **4** ☐ **5+**
14. How many people would you send to an AXMEDIS workshop?

15. Please suggest your preferred dates (month) and ideal number of hours for training/workshops
 ☐ **1hr** ☐ **2hr** ☐ **3hr** ☐ **Half day** ☐ **1 day** ☐ **more**.....
 ☐ **1hr** ☐ **2hr** ☐ **3hr** ☐ **Half day** ☐ **1 day** ☐ **more**.....
 ☐ **1hr** ☐ **2hr** ☐ **3hr** ☐ **Half day** ☐ **1 day** ☐ **more**.....
16. Any other comments and suggestions on the topic of workshops and training sessions

Workflow Requirements to serve the AXMEDIS Platform

Please tick the right answer or write your comments below each question as appropriate

1. Which of the following multimedia business sectors is your company involved in?
 - ☐ Music/Audio Production and/or Distribution
 - ☐ Educational/e-book Content Production and Distribution
 - ☐ Advanced Entertainment e-media Production and Distribution (e.g. films, videos, games, immersive-3D environments, interactive experience portals etc)
 - ☐ Other?
2. For each of the above sectors in which your company has an involvement, or for at least one of the above which you feel mainly characterises your business model, please specify which of the following stage(s) is included in your multimedia business
 - ☐ Producer (accessing, creating, authoring, editing, rendering etc)
.....
 - ☐ Integrator (accessing, aggregating, editing, formatting, etc)
.....
 - ☐ Distributor (editing, formatting, packaging, bundling and distribution, etc)
.....
 - ☐ Retailer (selling, mainly B2C)
.....
 - ☐ Other?
.....
3. Do you have an established, "mature" process for any or all of the above?
(By a mature process essentially we mean a business process that is specified formally, established and communicated to all staff and is routinely followed as a standardised process flow e.g. a flow chart /decision tree etc.)
 - ☐ Yes
 - ☐ No
 -
4. Which tools do you normally use for integrated operations management of any of the above multimedia development and/or distribution processes as may be relevant to your business; as follows *(multiple choices may apply)*:
 - ☐ for the overall Workflow Management?
.....
 - ☐ for the Production Phase?
.....
 - ☐ for the Integration/Ingestion Phase ?
.....
 - ☐ for the Distribution Phase?
.....
 - ☐ for Retail Operations?
.....
5. Which client platforms do you use which would require Workflow Management client software?
.....

6. For the AXMEDIS Workflow Management System to serve the AXMEDIS Framework as an integrated tool, a provisional list of requirements specifications has been deduced after initial user consultations. Please tick any requirements aspects, listed below, which you think would be particularly helpful in supporting your own business operations.

- ☐ Operate within the key Operating Systems (OS); (for example, the Windows, Linux, Mac Environments ...).
- ☐ Interact with the AXMEDIS Object Manager to access objects and track/update their status (i.e. allow workflow metadata visualisation, editing, automated updating and storage).
- ☐ Monitor how the progress of assigned process activities and be capable of managing more than one workflow process instance so as to provide workflow support for multi-agency co-design & co-production of multimedia content based on open-source distributed products through LGL, BSD or similar licences.
- ☐ Provide time & status metadata updates that remain accessible to other Enterprise Project Management Applications, such as SAP for example (OPTIONAL)
- ☐ Provide a Service Interface (API) to be used for developing the plug in for AXMEDIS Editors, Engines and Query Support.
- ☐ Provide a seamless interface to AXMEDIS-native tools (e.g. Content Production, Formatting, Packaging/Bundling and Distribution tools) for the range of operating systems selected above, i.e. provide interfaces for the following tools and engines:
 - ☐ Editor,
 - ☐ Rule Editor/Viewers for various tools,
 - ☐ Composition & Formatting Engine,
 - ☐ Programme and Publications Engine,
 - ☐ Protection Tool Engine,
 - ☐ P2P Active Selection Engine,
 - ☐ Collector Engine,
 - ☐ Publication/Loading Rules/Selections Editor,
 - ☐ Publication Tool Engine of AXEPTTool,
 - ☐ Loading Tool Engine of AXEPTTool, AXEPTTool,
 - ☐ Administrative Information Integrator
 - ☐ Administrative Information Manager
 - ☐ Accounting Manager and Reporting Tools
 - ☐ User Query Support

7. Any other requirements for the AXMEDIS Workflow Management that you feel should be included?

.....
.....

8. Any other comments regarding the above AXMEDIS WfMS requirements e.g. their ranking or other issues?

.....
.....

9. The Workflow interface for AXMEDIS has to interoperate with one or two Open Source Workflow Engines, as well as a commonly used proprietary WfMS as selected from the list of the leading workflow engines available and nominated by the User Community, Please state your preference as follows:

a) Workflow engines preferred by you for Windows PC (XP,2000,98) Environments as:

☐ **OpenSource WfMS**

.....

☐ **Proprietary Licensed WfMS**

.....

b) WF engines preferred by you for the Mac Environment as:

☐ **OpenSource WfMS**

.....

☐ **Proprietary Licensed WfMS**

.....

c) WF engines preferred by you for the Linux Environment as:

☐ **OpenSource WfMS**

.....

☐ **Proprietary Licensed WfMS**

.....

10. Are any stages of your workflow currently automated?

☐ **Yes**

☐ **No**

If yes, please describe which activities a Workflow Management System currently controls:

.....

.....

11. Do you need to share workflow management with partner organisations in your value chain?

☐ **Yes**

☐ **No**

i) How does this work now?

.....

.....

ii) Who is involved?

.....

.....

iii) Do you think these organisations would find the adoption of the AXMEDIS framework helpful for their operations?

.....

.....

12. On the whole, considering the entire scenario end-to-end, what is the proportion of your production/distribution workflow that is currently automated?

.....

.....

.....

13. For the following typical activities, please could you give your best evaluation of *their relative cost* in terms of resources used (staff time, tools etc) and thus the costs typically incurred in your processes (it may be helpful to refer to the attached map of activity hierarchies). For each of the common activities listed in the table below and/or those activities within your own multimedia value chain which you may wish to append to this table, it may be easier to consider the relative cost incurred as the percentage of the cost for the task under consideration relative to the overall cost incurred for the entire value chain end-to-end.

Typical activity	Time taken	Tools used	Cost Incurred (e.g. man-minutes + other resources)
metadata integration			
composite object production			
protecting objects			
distributing objects to distributors			
acquiring objects from the publisher			
finalizing the contract in the licenses			
production of the programme for publication			
updating digital content e.g.			
a) updating metadata			
b) updating licenses			
c) recovering history of the object production, tracking			
administrative activities, clearance of rights, etc.			
Any other activities, please enter in rows below			

14. Please examine the AXMEDIS Use-Cases being proposed as listed in the table below. Are you happy that the Use-Cases proposed typically cover all the aspects of your required workflow logic in respect of each of your relevant process streams? **Yes/No**

No.	Use Case Name	Role	Process	Yes	No
1	Search	This is a generic use case that can search for anything. A special case can be inherited to search for eligible components to be worked on.	a. Producing b. Integrating c. Distributing d. Retailing		
2	Create NPD Workspace	This use case when run should create a fresh NPD workspace folder with the required configuration files in it, etc. i.e. a suitable workspace desktop suited to the role of the participant(s) in the value chain segment to which they are contributing towards the NPD as a whole	a. Producing b. Integrating c. Distributing d. Retailing		
3	Add	This use case is responsible for adding components to the NPD. Typically it can be inherited to add projects, people, roles, processes, phases, partners, components, activities, Rights, DRM, etc	a. Producing b. Integrating c. Distributing d. Retailing		
4	Edit	This use case is responsible for editing various aspects of the NPD. It can be used to edit the current DRM rules or can be used to edit a component based on the selected process and updates versions if required.	a. Producing b. Integrating c. Distributing d. Retailing		
5	Remove	This is a generic use case responsible for removing anything from the NPD. e.g. partners, people, processes, components, etc.	a. Producing b. Integrating c. Distributing d. Retailing		
6	Group	This use case is responsible for bundling components, people, processes, partners, projects, teams, packets, digital assets products, etc into one entity which may be further referred to.	a. Producing b. Integrating c. Distributing d. Retailing		
7	Show	This use case is responsible for showing information related to various components, their copyrights, DRM, History (metadata, timestamp, version), Template (house styles, business rules), global state of any projects, etc.	a. Producing b. Integrating c. Distributing d. Retailing		
8	Discard NPD	This destroys the NPD workspace, when the decision of No-Go is taken. This removes all the information regarding the NPD.	a. Producing b. Integrating c. Distributing d. Retailing		
9	Track Component	This tracks down the history of the selected component. The result comprises of all the actions performed on the component along with all the future activities including "wait actions" re "suspended" objects awaiting pending operations which may themselves be contingent on Critical Path Action(s) (CPA) trigger(s).	a. Producing b. Integrating c. Distributing d. Retailing		
10	Track CPA	This use case identifies the Critical Path Activities (CPA) and produces all the information regarding those activities e.g. people involved, components being worked on, processes needing attention, etc.	a. Producing b. Integrating c. Distributing d. Retailing		
11	Timestamp Generator	This use case is responsible for generating the timestamp for each of the activities that are performed on an object by an actor or process at anytime, anywhere any place by any partner – in any phase of the production and distribution end-to-end. This can be represented within the metadata and will be used by "Track Component" to locate the evolution status of any object within nested spiral development lifecycles across distributed teams from different units/partners. This will allow global tracking including accommodating re-entrant and re-cursive states of processing of the objects across partner project spaces (projects, phases, processes, progress-to-date, projected-work-remaining, persons, partners, places, periods, purpose, – 10P STAMP, Badii 2004)	a. Producing b. Integrating c. Distributing d. Retailing		

12	Generate Version	This generates hierarchical versions for all the digital and hard copy artefacts for the NPD development	a. Producing b. Integrating c. Distributing d. Retailing		
13	List Work	This use case is responsible for generating a hierarchical list of the sequence of all the work to be done in a particular sectorial workflow scenario, e.g. phases, processes to be invoked on certain objects by certain people with specific globally traceable coordinates as unique and easily retrievable instances (i.e. 10P Stamped Workflow Objects).	a. Producing b. Integrating c. Distributing d. Retailing		
14	Select a Work Item	This use case is responsible for selecting a work item from the work list	a. Producing b. Integrating c. Distributing d. Retailing		
15	Complete a Task	This use case is responsible for sending the Workflow engine the information that the user activity in the work item is completed and then to go to the next activity in the process instance flow	a. Producing b. Integrating c. Distributing d. Retailing		
16	Distribute Work	This use case is responsible for distributing the work amongst the people assigned to the NPD. The work can be at component level or at NPD level. Some of the assigned work may be pipelined or suspended in a wait/pending stack, awaiting appropriate triggers for handover	a. Producing b. Integrating c. Distributing d. Retailing		
17	Change State	This use case is responsible for changing states of objects/actors or phases of a project including triggering and the upload of a new workspace for a new phase in the project. E.g. the object may become available after copy right clearance or a person/partner may become (un)available.	a. Producing b. Integrating c. Distributing d. Retailing		
18	Notification	This use case is responsible for sending out notifications to the responsible actors for the start and/or end of the activities/work; e.g. request for information or components, etc.	a. Producing b. Integrating c. Distributing d. Retailing		
19	Global Viewer	This use case is to collect all the information for the current NPD and present a global view for managerial decisions and for Production accounting information feed made accessible any Enterprise MIS platforms such as SAP (along with the 10P Object Stamps)	a. Producing b. Integrating c. Distributing d. Retailing		
20	User Interface	This is a generic use case for the user interface, which delivers all the functionalities provided by the user interface of the selected workflow tool. This use case is just a placeholder to for the User Interface requirement and hence there are no steps involved. The specific behaviour of this use-case will depend on the selected workflow tool.	a. Producing b. Integrating c. Distributing d. Retailing		
21	XUI	This is a generic use case for inter-organisational workflow interaction and the interaction between WfMS and other AXMEDIS native tool. This use case is just the placeholder for the interfaces of WfMS and other AXMEDIS tools, which are described in DE3-1-2 framework and tool specification document.	a. Producing b. Integrating c. Distributing d. Retailing		
22	Check-In	This use case is responsible for editing manually various aspects of the NPD. It can be used to edit the current DRM rules or can be used to edit a component based on the selected process and updates versions if required.	a. Producing b. Integrating c. Distributing d. Retailing		
23	Check-Out	This use case is responsible for copying the object from the actor exclusive access area (when he previously uploaded it) to the AXMEDIS DB	a. Producing b. Integrating c. Distributing d. Retailing		

15. If No, what aspects of which one of your process streams (a, b, c, d as above) are not fully accommodated by the Use-Cases listed in question 14, please specify?

.....
.....

Distribution

Distribution via Internet

1. Ideally in the full end-to-end value chain between content supplier and Internet end user distributor who do you see as better suited for the collection of end users transaction revenue?
.....
.....
How should be end user transaction revenue split from central point of revenue collection across the full value chain?
.....
.....
2. Are all players in the value chain expected to participate to the end-user revenue split or are there specific players who should be remunerated by other means?
.....
.....
3. Do you see any specific reason for keeping real time recording of end user content transactions in the end-to-end value chain between content supplier and final B2C distributor?
.....
.....
4. What system of payment do you see as mostly suited for fulfilling B2B transactions across the value chain?
.....
.....
5. Could you list the key market drivers for the development of a viable business in the distribution of digital content over the Internet?
.....
.....
6. Which are the key typologies of content which should be part of a broad digital content offer over the Internet? What volumes of content per typology would be required? What update rates?
.....
.....
7. Which are the primary content formats which you use or see as set to vest a major role in the near future? Could you also list their key advantages and limitations?
.....
.....

Distribution via Satellite data Broadcast

1. Do you see any problems or limitations in the usage of Protected Satellite Data Broadcast for distributing content at B2B level (e.g., satellite dish installation, dvb-adapter, etc.)?
.....
.....
2. Do you need guaranteed bandwidth channels for your data transfer (e.g. live streaming) (inside the questions set number 4)?
.....
.....

3. Do you have a broadband internet connection in your production location?

.....
.....

B2C Distribution for video and MPEG-4 (video)

1. How much could you evaluate the penalty of mainly dealing with P2P download in a B2C distribution?

.....
.....

2. Does your business put a very high priority on streaming content?

.....
.....

3. Which formats are you actually using right now?

.....
.....

4. Which formats do you plan or would like to have in the future?

.....
.....

5. Which digital video formats do you see as strategic for the coming years?

.....
.....

6. What role do you see in the next future for open standards like MPEG-4 video/AVC in comparison with stronger and stronger proprietary formats in typical AXMEDIS scenarios?

.....
.....

7. Do you see a special interest in providing a more enhanced interaction than that nowadays considered for iTV, etc. (for instance 3d interactions, content manipulation, much more sophisticated forms of fruition than menus, switches, etc...)

.....
.....

8. How do you see the added value of having a free distribution of short previews of content to users before real download?

- ☐ Absolutely necessary,
- ☐ Welcome,
- ☐ Useless,
- ☐ Dangerous,
- ☐ Other (please specify):

.....
.....

9. In terms of pure video content, do you see a real competition between high definition formats for fix installations and lower resolution formats for mobile ones?

- ☐ Yes
- ☐ No

10. Do you see real opportunities of business for distribution to mobile devices only or is this just a downscaled version of content that people would like to see in any case in fixed, high quality devices?

.....
.....

Content Management Systems

1. Which CMS are you using?
.....
.....
2. Which kind of DBMS is behind the CMS (e.g. MySQL, DB2, Oracle, ...)?
.....
.....
3. Content (images, video, ...) is stored in the DBMS or in the File System?
.....
.....
4. Which is your favourite platform for CMS (e.g. Windows, Unix/Linux, Macintosh, etc.)?
.....
.....
5. Which is your favourite operating system for CMS (e.g. Windows 2000, MAC OSX 10.3, etc.)?
.....
.....
6. On the basis of your experience do you have some comments/needs on content management systems?
.....
.....
.....
.....
.....

Composition & Formatting Tools

1. Which multimedia content formatting tools are you using?
.....
.....
2. Which multimedia content automatic production tools are you using (e.g. Windows Movie Maker, Digital Image, etc.)?
.....
.....
3. Do you use some automatic procedure based on script language for automatic content production (e.g. JavaScript)?
.....
.....
4. Which multimedia content format are you using or prefer for:
 - **video** (e.g. mpeg, avi):
.....
 - **audio** (e.g. mp3, wav, wma, ogg):
.....
 - **image** (e.g. jpg, gif, tiff, bmp, png...):
.....
 - **document** (e.g. word, txt, html, ...):
.....
 - **animation** (e.g. flash, ...):
.....
 - **other**:
.....
5. Which specific hardware are you using for multimedia content production (e.g. video/audio digitalization devices)?
.....
.....
.....
.....
6. Which are your target devices for your content production (e.g. PC, TV, mobile, PDA)?
.....
.....
.....
.....
7. Do you use any specific tool for content adaptation (e.g. for video/audio adaptation)?
.....
.....
.....
.....
8. Which multimedia content protection / DMR tools are you using?
.....
.....
9. Which is your favourite platform for content composition & formatting tools (e.g. Windows, Unix/Linux, Macintosh, etc.)?
.....
.....

10. Which is your favourite operating system for content composition & formatting tools (e.g. Windows 2000, MAC OSX 10.3, etc.)?
.....
.....
11. On the basis of your experience do you have some comments/needs on automatic content composition/formatting?
.....
.....
.....
.....
12. Do you have an integration team in your company?
.....
.....
.....
.....
13. When do you consider a piece of content as new work?
.....
.....
.....
.....
14. At what stage do you consider a piece of content as “derived” content?
.....
.....
15. What is your approach to the problem of objects, which belong to multiple owners?
.....
.....

Business Models, DRM and Content Protection

1. Do you need additional DRM rules for B2B with respect to those that you have here?
.....
2. Do you need additional DRM rules for B2C with respect to those that you have here?
.....
3. Do you see any problem or limitation in the usage of the DRM model proposed for creation and consumption of multimedia content?
.....
.....
4. Are you interested in using the protection model proposed in your own organisation?
.....
.....
5. Which are for you the five most important requirements presented?
.....
.....
6. Would you add or delete any requirement?
.....
.....
7. Do you think that the proposed requirements address the current problems on content protection aspects?
.....
.....
8. How many multimedia objects need protection in your organisation?
.....
9. Which kind of protection? (Avoid unauthorised users access, avoid super-distribution, etc.)
.....
.....
10. Which formats are you currently using for content distribution/protection?
.....
11. Is your content currently protected during distribution and sharing? How?
.....
.....
12. How much do you spend in content protection during the year in terms of euros or man months? For which amount of content?
.....
.....

Content Search

Document Types

1. Please specify below the documents which you distribute to customers and which should be considered within AXMEDIS (for storage, distribution, and retrieval). In addition to the document type please shortly describe the content and indicate if test material can be made available within the AXMEDIS project.

Example:

Document Type	Description	Test material (yes / no)	
Audio	Songs	X	
	Spoken text		X
	Audio books	X	
Images	Landscape images	X	
	Historical places		X
	Towns (aerial images)	X	
Text	News articles from the technical area	X	
	Papers from organised conferences		X
	Lyrics		X
	Poems	X	
Video	Commercials		X
	Trailers	X	
	Video clips (for songs)	X	X
	Animations / Cartoons		X
Multimedia	Slide show for tourism	X	
	Art		X
	Culture	X	
	Science		X

Please specify your content and your document types:

[illegible]

Processing Operations (including Parameters)

2. Please specify in the following table typical processing operations (in the processing pipeline) together with relevant parameters and other comments needed to understand the individual operation or related operations. Please indicate also the relevance: ‘+’ – “important”, ‘-’ – “minor relevance”. In addition to the processing operations and their parameters please state if the relevant operations result in a new document or should be identified as the same document.

Example:

Document Type	Operations in the processing pipeline	Parameters and other comments	Resulting in a new Document
Audio	Compression	MP3 down to 128 kbit/s (+)	No
Images	Compression	JPG: 75% (+)	No
	Cropping	-5 ... +5% (-)	Yes
	Mirror	horizontal/vertical (+)	No
	Rotation	-/+ 90° (-)	No
	Scaling	-5 ... +5% (+)	No
	Scaling & Cropping	Scaling: +10 ... + 50% (+)	Yes
Text	Conversion	To html (+)	No
		To pdf (+)	No
		To pps (-)	No
		To rtf 8(+)	No
		Flash (-)	No
	Formatting	Font and style (+)	No
		Layout (-)	No
	Video	Aspect ratio	16:9 ↔ 4:3 (with cropping) (+)
		16:9 ↔ 4:3 (pure scaling) (-)	No
	Format conversion	PAL ↔ NTSC (+)	No
		Bitstream conversion N->5 Mbit/s (+)	No

Please specify your processing operations including parameters:

[illegible]

Content Search

3. There are different possibilities to identify content. Please indicate in the following table different content descriptors that are used or considered in your organisation to identify relevant content. Please also indicate the relevance of the individual content descriptor and the technology you apply.

Example:

Document Type	Content Descriptor	Relevance: Frequently, Hardly or Not Used	Technology
Audio	Melody	<input type="checkbox"/> Frequently <input checked="" type="checkbox"/> Hardly <input type="checkbox"/> Not	Philips
	Fingerprint	<input checked="" type="checkbox"/> Frequently <input type="checkbox"/> Hardly <input type="checkbox"/> Not	FhG-IIS
	Spectral-Flatness-Measure	<input type="checkbox"/> Frequently <input type="checkbox"/> Hardly <input type="checkbox"/> Not	FhG-IIS
	Rhythm	<input type="checkbox"/> Frequently <input type="checkbox"/> Hardly <input type="checkbox"/> Not	
	Perceptive descriptors for isolated sounds (percussivity, pitchness...)	<input type="checkbox"/> Frequently <input type="checkbox"/> Hardly <input type="checkbox"/> Not	
	Musical instrument	<input type="checkbox"/> Frequently <input type="checkbox"/> Hardly <input type="checkbox"/> Not	
	Musical genre	<input type="checkbox"/> Frequently <input type="checkbox"/> Hardly <input type="checkbox"/> Not	
	Query by overall similarity (cross-genre textures)	<input type="checkbox"/> Frequently <input type="checkbox"/> Hardly <input type="checkbox"/> Not	
Images	Dominant coloured	<input type="checkbox"/> Frequently <input checked="" type="checkbox"/> Hardly <input type="checkbox"/> Not	
	Meta data description	<input checked="" type="checkbox"/> Frequently <input type="checkbox"/> Hardly <input type="checkbox"/> Not	Proprietary
	Query By Example	<input type="checkbox"/> Frequently <input type="checkbox"/> Hardly <input checked="" type="checkbox"/> Not	Proprietary
	Size	<input checked="" type="checkbox"/> Frequently <input type="checkbox"/> Hardly <input type="checkbox"/> Not	Proprietary
Text	Keywords	<input type="checkbox"/> Frequently <input type="checkbox"/> Hardly <input type="checkbox"/> Not	Proprietary
	Meta data description	<input checked="" type="checkbox"/> Frequently <input type="checkbox"/> Hardly <input type="checkbox"/> Not	
	Full-text Query	<input type="checkbox"/> Frequently <input checked="" type="checkbox"/> Hardly <input type="checkbox"/> Not	...
	Text statistics: number of words, number of paragraphs	<input type="checkbox"/> Frequently <input type="checkbox"/> Hardly <input type="checkbox"/> Not	...
Video	Meta data description	<input checked="" type="checkbox"/> Frequently <input type="checkbox"/> Hardly <input type="checkbox"/> Not	...
	Query By Example	<input type="checkbox"/> Frequently <input type="checkbox"/> Hardly <input checked="" type="checkbox"/> Not	...

If you use proprietary technology, please indicate if you can give us more information about it and whether we should consider this technology in the definition of the relevant interfaces.

Please specify your current content search procedure:

It is sufficient to specify only the content descriptors, which are used.

[illegible]

Additional Issues or Comments

4. Please comment further issues, which are relevant for content search and querying by employees or by customers.

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Query Interface

5. Do you use or provide your customers an interactive interface where a reference is given by the user/customer, e.g. query by humming or query by example?

☐ Yes

☐ No

If yes, for which document types?

.....
.....

6. What is the typical search behaviour of customers?

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.....

7. How do they select content (content descriptors and procedure)?

.....
.....

Exploitation

1. Please, specify your role in your company/institution

.....
.....

The AXMEDIS framework

2. Is the AXMEDIS framework interesting for your company/institution or in your research area?

☐ Yes, because.....
.....
.....
.....

☐ No, because.....
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.....
.....

2.1. If yes, which are most interesting features of the AXMEDIS framework in your case?

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.....

2.2. In your opinion, can your company/institution benefit from an adoption of the AXMEDIS Framework?

☐ Yes, and we expect to have these potential benefits:
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.....
.....
.....

☐ No, because:
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.....

3. Which features/tools of the AXMEDIS framework need to be enhanced in order to fit your needs and/or expectations? In what manner?

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4. Any missing features/tools that you would like to be included in the final AXMEDIS framework?

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5. Do you know any other systems/platforms that are similar to the AXMEDIS framework?

- ☐ Yes
- ☐ No

5.1. If yes, please provide some info of the systems/platforms:

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5.2. If yet, what are the main competitive advantages of the AXMEDIS Framework with respect to those platforms, if any?

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5.3. And what are the main disadvantages of the AXMEDIS Framework with respect to those platforms, if any?

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6. If you are interested in the adoption of the AXMEDIS framework, which of the following approaches better suite your needs?

- ☐ Having your own AXMEDIS factory in which the AXMEDIS framework (or portions of it) is installed
- ☐ Using an external "AXMEDIS Service": you make your content accessible to a remote crawling system (or post it on the AXMEDIS Portal) and the service collects, manages, protects and publishes it on a distribution portal.
- ☐ Other:.....
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.....

6.1. Which of these payment schemes would better fit your needs?

- ☐ Licensing
- ☐ Revenue sharing
- ☐ Periodic subscription (annual, monthly, etc.)
- ☐ Hybrid solution (please, specify. i.e. annual subscription + revenue sharing).....
- ☐ Pay per volume (traffic, transactions, time, etc)
- ☐ Other:.....

7. Could your company/institution be interested in the adoption of a single tools of the AXMEDIS Framework (for content managing, protection, distribution or back-office activities, etc)?

- ☐ Yes, we could be interested in:
 - ☐ Editor
 - ☐ Content Formatting Tools
 - ☐ Fingerprinting and adaptation Tools
 - ☐ Content Processing GRID
 - ☐ Programme and Publication Editor and Engine
 - ☐ P2P tool for B2B distribution (AXEPTool)
 - ☐ P2P tool for B2C and C2C distribution (AXMEDIA)
 - ☐ Workflow support
 - ☐ Player
 - ☐ Other:.....
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- ☐ No, because:
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