



Automating Production of Cross Media Content for Multi-channel Distribution

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AXMEDIS technologies reduce the costs of digital content production, protection and distribution. **AXMEDIS** supports interoperable DRM considering multiple DRM models, open standard DRM MPEG-21 and OMA and integrated and expandable back office management.

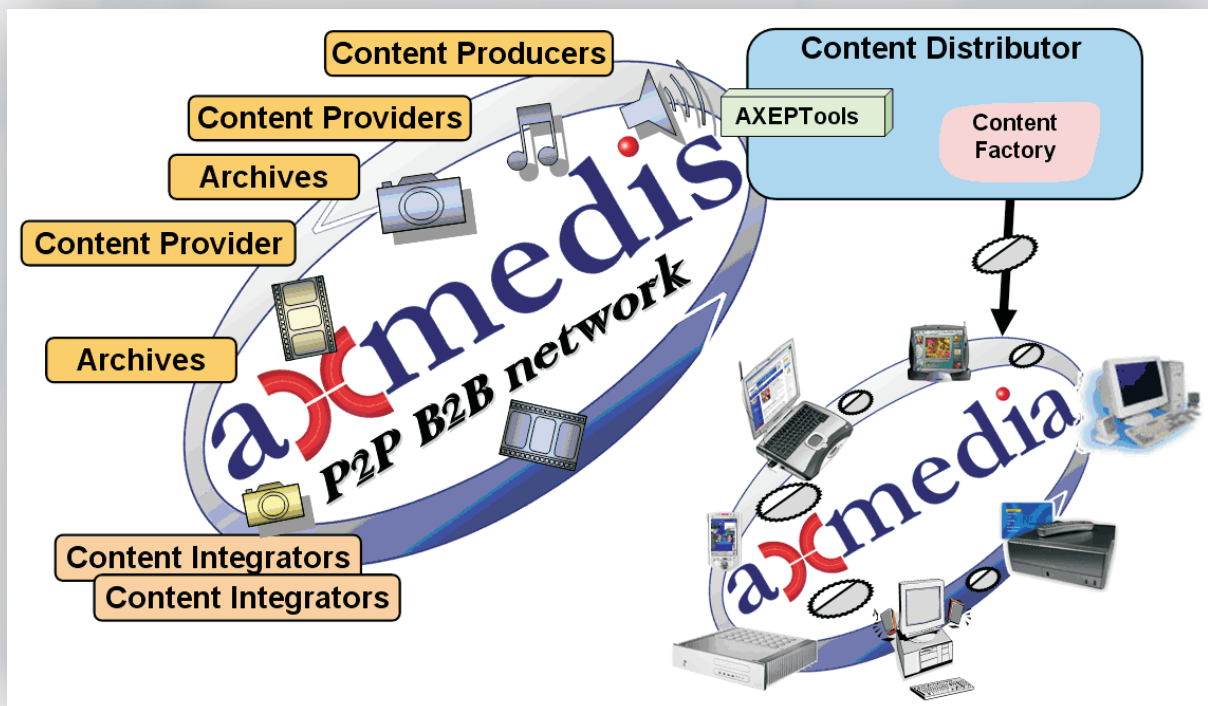
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AXMEDIS B2B and AXEPTOOL



AXMEDIS allows setting up and management of P2P network for content and tools distribution and sharing. They can be used for creating communities among different actors B2B and/or B2C and/or Consumers.



AXMEDIS solutions can be used to set up legal P2P services for content distribution towards and among their users, thus reducing direct costs for distribution and infrastructuring.

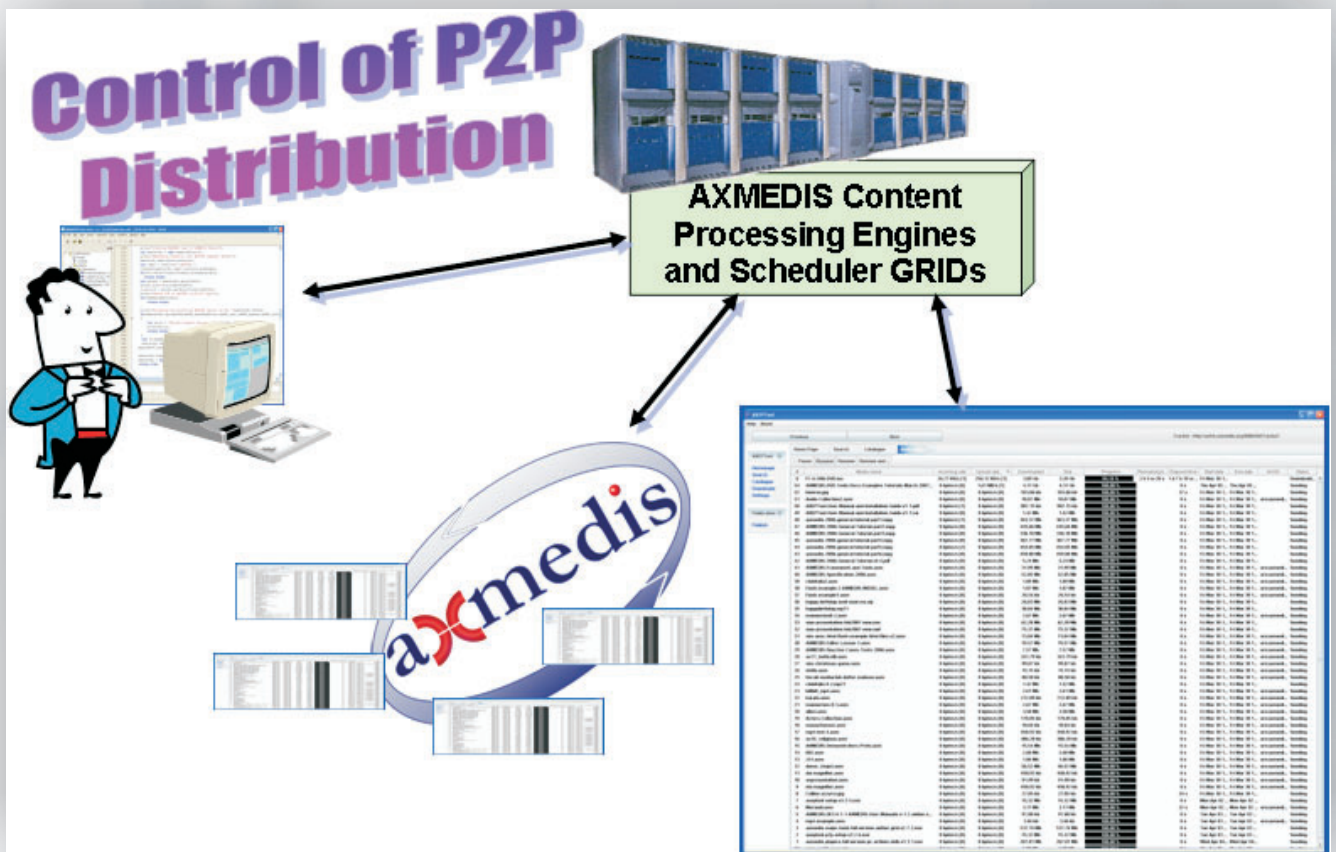
AXMEDIS P2P tool can be used for distributing and sharing **AXMEDIS** content and any other content format.

AXMEDIS content can be easily published in the network of peers and content may be shared among network peers with the supervision and control of **AXMEDIS** protection and monitoring tools.

Final users may share their content by using the same P2P network or a separate one.

AXMEDIS P2P network:

- Based on **BitTorrent technology** for high performance in downloading/sharing
- Allow creation of legal P2P network in which content can be limited to DRMed content
- Reduction of costs for content distribution, promotion and publication
- Control of the P2P network for fast, automated, programmable and reliable
 - Publication of content
 - Downloading of content
 - Monitoring of the network status
 - Monitoring publication/download processes
- Integration with **AXMEDIS** content factory and processing, workflow, etc.
- Management of the content catalogue
- Advertising on the P2P clients
- Search support on the content based on **Dublin Core** plus other metadata
- Three kind of P2P clients nodes that can be mixed in the network:
 - **AXEPTool** for B2B for PC
 - **AXMEDIA** for consumers, for PC
 - **MAXMEDIA** for mobile
- Providing statistics
- Providing detailed reporting



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