



Automating Production of Cross Media Content for Multi-channel Distribution

www.AXMEDIS.org

DE8.5.1.2

Collection of editorial formats and DRM rules for multi-channel

Version: 1.0

Date: 20/09/2007

Responsible: XIM (laurence@xim.co.uk) (revised and approved by coordinator)

Project Number: IST-2-511299

Project Title: AXMEDIS

Deliverable Type: PUBLIC see also axmedis-de8-5-1-2-v1-0.zip

Visible to User Groups: Yes

Visible to Affiliated: Yes

Visible to Public: Yes

Deliverable Number: DE.8.5.1.2

Contractual Date of Delivery: Month 36 (end of August 2007)

Actual Date of Delivery: 20/09/2007

Work-Package contributing to the Deliverable: WP8

Task contributing to the Deliverable: WP8.5

Nature of the Deliverable: OTHER (report and examples see file axmedis-de8-5-1-2-editorial-formats-and-drm-rules-for-multichannel-files-v1-0.zip on AXMEDIS portal or AXMEDIS P2P net)

Author(s): XIM, ILABS, UPC, AFI, DSI

Abstract: This document provides a final update to DE8.5.1.1 and lists the Editorial Formats and DRM rules which have been provided in the accompanying ZIP file, for use within the AXMEDIS framework in the automated production of content. Beside an initial executive summary and report scope followed by an introduction (detailing background and purpose); the document opens providing indication on the directory structure holding editorial formats and DRM rules, then it gives indications on the editorial formats file listing and sample screenshots (with special attention to audio, documents, pdf, hypertext, interactivity and graphic elements, presentation, video and multimedia, DRM rules file listing and sample screenshots. In the last section next steps are them reported.**Keyword List:** Editing, Formats, Layouts, Templates, Channels, Content, Automation

Table of Contents

1	EXECUTIVE SUMMARY AND REPORT SCOPE (XIM)	3
2	INTRODUCTION (XIM, ILABS, UPC, ALL)	3
2.1	BACKGROUND	3
2.2	PURPOSE	3
2.3	CHANGES FROM DE8.5.1.1	3
3	DIRECTORY LISTING	4
3.1	EDITORIAL FORMATS	15
3.2	DRM RULES	15
3.3	AUTOMATION	16
4	EDITORIAL FORMATS FILE LISTING AND SAMPLE SCREENSHOTS (XIM, ILABS, DSI)	16
4.1	INTRODUCTION	16
4.2	AUDIO	16
4.2.1	AFI-audio-SMIL	16
4.2.2	XIM-audio	17
4.2.3	XIM audio player	17
4.3	DOCUMENTS-PDF	18
4.3.1	XIM-newsletter	19
4.4	HYPERTEXT	21
4.4.1	XIM-logo-blue	21
4.4.2	XIM-glass-buttons	21
4.4.3	XIM-html-3col-css-sample	21
4.4.4	XIM-html-frames-sample	22
4.4.5	XIM-html-tables-sample	23
4.4.6	XIM-navigation-bar-sample	23
4.5	PRESENTATION	24
4.5.1	ILABS-gallery-SMIL	24
4.5.2	XIM-PhotoGallery	25
4.5.3	XIM-marketing-presentation	26
4.6	VIDEO-AND-MULTIMEDIA	29
4.6.1	XIM-media-player-sample	29
4.6.2	XIM-video	29
5	DRM RULES FILE LISTING AND SAMPLE SCREENSHOTS (UPC)	29
5.1.1	B2C	30
5.1.1.1	Video excerpt LICENCE AGREEMENT	30
5.1.1.2	Associated DRM Rule	32
5.1.2	B2B	32
5.1.2.1	ONLINE MUSIC RETAIL AGREEMENT	32
5.1.2.2	Associated DRM Rule for distribution	33
5.1.2.3	Associated DRM Rule for modifications of the content (B2C rule for B2B users)	34
	AUTOMATION SAMPLE FILES (XIM, ANSC, ILABS)	34
5.2	ANSC - AUTOMATIC CREATION OF TEMPLATE-BASED INTERACTIVE SMIL	34
5.3	ILABS	38
5.4	XIM	38
6	NEXT STEPS	38
7	CONCLUSIONS	39

1 Executive Summary and Report Scope (XIM)

The collection of formats and DRM rules provided in this deliverable in the accompanying ZIP file (axmedis-de8-5-1-2-editorial-formats-and-drm-rules-for-multichannel-files-v1-0.zip that can be also recovered from the AXMEDIS portal or from the AXMEDIS P2P network) are being applied to the ongoing WP8.5 work of creating content for multichannel use with complex DRM rules.

This document provides the file listing and some example screenshots from the collection. This current collection has been designed to be used within the project for testing purposes and will continue to be expanded and enhanced throughout the remainder of the project up to month 42.

Beside an initial executive summary and report scope followed by an introduction (detailing background and purpose); the document opens providing indication on the directory structure holding editorial formats and DRM rules, then it gives indications on the editorial formats file listing and sample screenshots (with special attention to audio, documents, pdf, hypertext, interactivity and graphic elements, presentation, video and multimedia, DRM rules file listing and sample screenshots. In the last section next steps are them reported.

2 Introduction (XIM, ILABS, UPC, AII)

2.1 Background

This is the final deliverable from WP8.5, which is concerned with the production of content for multichannel use and featuring complex DRM rules. The Annex I states:

WP8.5 Content production for multiple channels and complex DRM rules (demonstration) – managed by XIM – relevant contribution of UPC – (already started since M9 will span through all this period and is expected to end by M42 thus allowing for a reasonable period of “real exploitation” of available and produced content) -- In order to fully test AXMEDIS framework in terms of its multi-channel rights-managed capability, it was necessary to develop new content allowing to test its limits. XIM will develop and test some sample rich media content specifically designed to fully exploit AXMEDIS and to be deployed across all of target platforms (internet, mobile, PDA, i-TV, PC), while AXMEDIS DRM aspects will also be tested through evaluating the framework ability to securely support best practice models for payment and royalty management. The production of such test media will be fully measured in terms of costs and lead time, and measured quantity compared against pre- AXMEDIS workflow methods in order to provide validation data and trusted business model for both the end-user and project partners. Validation content, designed alongside with required test cases, will then be used in accordance with a specific test plan to provide the desired measures of performance and trust. This aim to ensure that all key characteristics and parameters will be assessed, including performance, bandwidth, application footprint, end- user usability, etc.

2.2 Purpose

The purpose of this report is to list the editorial formats and DRM rules that are provided in the accompanying ZIP file.

These Editorial Formats and rules are being used as part of the creation, formatting and distribution of the test content produced as part of WP8.5.

2.3 Changes from DE8.5.1.1

This deliverable updates DE8.5.1.1 especially in respect of the collection of formats and DRM to reflect the significant progress made in the project in terms of content production and formatting over the past 12 months, including the addition of the set top box platform via MBI/Eutelsat, substantial experience gained in

SMIL development, improvements in support of DRM and general improvements in the authoring and formatting capabilities of the AXMEDIS tools. Specifically, the collection has been updated in the following ways:

- Includes new styles contrasting with the original styles used for formats, to provide a wider range of ‘look and feel’ for demonstration AXMEDIS objects
- Includes sample scripts used in the automated production
- Includes more mobile-oriented formats
- Includes set-top-box formats
- Updated DRM rules.

3 Directory listing

The following shows the overall file listing and directory structure of the axmedis-de8-5-1-2-editorial-formats-and-drm-rules-for-multichannel-files-v1-0.zip ZIP file:

```
+---audio
|   +---AFI-audio-SMIL
|   |       IBC2007 11 Sep SETTE NOTE IN NERO.axm
|   |
|   +---XIM-audio
|   |       playAudio-gallery.axm
|   |       playAudio-wild1.axm
|   |
|   \---XIM-audio player
|       +---1024
|       |       axmedis-audio-player.htm
|       |
|       \---images
|               axmedis-audio-player_r10_c10.gif
|               axmedis-audio-player_r10_c11.gif
|               axmedis-audio-player_r10_c11_f2.gif
|               axmedis-audio-player_r10_c14.gif
|               axmedis-audio-player_r11_c18.gif
|               axmedis-audio-player_r12_c11.gif
|               axmedis-audio-player_r13_c21.gif
|               axmedis-audio-player_r13_c23.gif
|               axmedis-audio-player_r13_c23_f2.gif
|               axmedis-audio-player_r13_c24.gif
|               axmedis-audio-player_r14_c5.gif
|               axmedis-audio-player_r15_c23.gif
|               axmedis-audio-player_r16_c1.gif
|               axmedis-audio-player_r16_c4.gif
|               axmedis-audio-player_r16_c4_f2.gif
|               axmedis-audio-player_r16_c8.gif
|               axmedis-audio-player_r17_c4.gif
|               axmedis-audio-player_r18_c1.gif
|               axmedis-audio-player_r18_c3.gif
|               axmedis-audio-player_r18_c3_f2.gif
|               axmedis-audio-player_r18_c7.gif
|               axmedis-audio-player_r19_c3.gif
|               axmedis-audio-player_r1_c1.gif
|               axmedis-audio-player_r20_c1.gif
|               axmedis-audio-player_r20_c2.gif
|               axmedis-audio-player_r20_c21.gif
|               axmedis-audio-player_r20_c22.gif
|               axmedis-audio-player_r20_c22_f2.gif
|               axmedis-audio-player_r20_c25.gif
|               axmedis-audio-player_r20_c2_f2.gif
|               axmedis-audio-player_r20_c6.gif
|               axmedis-audio-player_r21_c18.gif
```

```

|
|
|      axmedis-audio-player_r21_c19.gif
|      axmedis-audio-player_r21_c19_f2.gif
|      axmedis-audio-player_r21_c20.gif
|      axmedis-audio-player_r22_c19.gif
|      axmedis-audio-player_r23_c2.gif
|      axmedis-audio-player_r23_c22.gif
|      axmedis-audio-player_r2_c1.gif
|      axmedis-audio-player_r2_c21.gif
|      axmedis-audio-player_r3_c1.gif
|      axmedis-audio-player_r3_c15.gif
|      axmedis-audio-player_r3_c15_f2.gif
|      axmedis-audio-player_r3_c17.gif
|      axmedis-audio-player_r4_c1.gif
|      axmedis-audio-player_r4_c12.gif
|      axmedis-audio-player_r4_c12_f2.gif
|      axmedis-audio-player_r5_c1.gif
|      axmedis-audio-player_r5_c10.gif
|      axmedis-audio-player_r5_c10_f2.gif
|      axmedis-audio-player_r6_c15.gif
|      axmedis-audio-player_r6_c15_f2.gif
|      axmedis-audio-player_r6_c16.gif
|      axmedis-audio-player_r7_c12.gif
|      axmedis-audio-player_r7_c12_f2.gif
|      axmedis-audio-player_r7_c13.gif
|      axmedis-audio-player_r8_c10.gif
|      axmedis-audio-player_r9_c1.gif
|      axmedis-audio-player_r9_c5.gif
|      axmedis-audio-player_r9_c5_f2.gif
|      axmedis-audio-player_r9_c9.gif
|      close.gif
|      close_f2.gif
|      ff.gif
|      ff_f2.gif
|      logo.gif
|      marker.gif
|      marker_f2.gif
|      maximise.gif
|      maximise_f2.gif
|      minimise.gif
|      minimise_f2.gif
|      play.gif
|      play_f2.gif
|      rew.gif
|      rew_f2.gif
|      skip-back.gif
|      skip-back_f2.gif
|      skip-fwd.gif
|      skip-fwd_f2.gif
|      spacer.gif
|      vol.gif
|      vol_f2.gif
|
|      +---320
|      |      axmedis-audio-player.htm
|      |
|      |      \---images
|      |
|      |      axmedis-audio-player_r10_c10.gif
|      |      axmedis-audio-player_r10_c11.gif
|      |      axmedis-audio-player_r10_c11_f2.gif
|      |      axmedis-audio-player_r10_c14.gif
|      |      axmedis-audio-player_r11_c18.gif
|
|

```

```

axmedis-audio-player_r12_c11.gif
axmedis-audio-player_r13_c21.gif
axmedis-audio-player_r13_c24.gif
axmedis-audio-player_r14_c5.gif
axmedis-audio-player_r15_c23.gif
axmedis-audio-player_r16_c1.gif
axmedis-audio-player_r16_c8.gif
axmedis-audio-player_r17_c4.gif
axmedis-audio-player_r18_c1.gif
axmedis-audio-player_r18_c7.gif
axmedis-audio-player_r19_c3.gif
axmedis-audio-player_r1_c1.gif
axmedis-audio-player_r20_c1.gif
axmedis-audio-player_r20_c18.gif
axmedis-audio-player_r20_c20.gif
axmedis-audio-player_r20_c25.gif
axmedis-audio-player_r20_c6.gif
axmedis-audio-player_r21_c19.gif
axmedis-audio-player_r22_c2.gif
axmedis-audio-player_r22_c22.gif
axmedis-audio-player_r2_c1.gif
axmedis-audio-player_r2_c21.gif
axmedis-audio-player_r3_c1.gif
axmedis-audio-player_r3_c17.gif
axmedis-audio-player_r4_c1.gif
axmedis-audio-player_r5_c1.gif
axmedis-audio-player_r6_c15.gif
axmedis-audio-player_r6_c15_f2.gif
axmedis-audio-player_r6_c16.gif
axmedis-audio-player_r7_c12.gif
axmedis-audio-player_r7_c12_f2.gif
axmedis-audio-player_r7_c13.gif
axmedis-audio-player_r8_c10.gif
axmedis-audio-player_r9_c1.gif
axmedis-audio-player_r9_c9.gif
close.gif
close_f2.gif
ff.gif
ff_f2.gif
logo.gif
marker.gif
marker_f2.gif
maximise.gif
maximise_f2.gif
minimise.gif
minimise_f2.gif
play.gif
play_f2.gif
rew.gif
rew_f2.gif
skip-back.gif
skip-back_f2.gif
skip-fwd.gif
skip-fwd_f2.gif
spacer.gif
vol.gif
vol_f2.gif

```

\---source files

```

axmedis audio player sample.png
axmedis audio player sample.psd

```

```

|               axmedis audio player sample.tif
|               axmedis audio player sample320.png
|
+---automation
|   +---ANSC-historical-archive
|   |   ANSC_historical_archive_crawling_new.axr
|   |   IBC2007_11_Sep_PC_3481 Mozart Wolfgang Amadeus....axm
|   |
|   +---ANSC-photogallery-automation
|   |   ANSC_instruments_photogallery_smil-notex-PDA-audio-2.axr
|   |   IBC2007_ANSC_11_Sep_PC_AUDIO_057_Launeddas photo gallery.axm
|   |   IBC2007_ANSC_11_Sep_PDA_AUDIO_057_Launeddas photo gallery.axm
|   |
|   +---ILABS-fromIMStoAXM
|   |   FromIMStoAXM04.xml
|   |
|   |   +---default
|   |   |   def_img.jpg
|   |   |
|   |   +---result
|   |   |   index.html
|   |   |   list.xls
|   |   |   MasEN10v0_0.axm
|   |   |   MasEN11v0_0.axm
|   |   |   MasEN12v0_0.axm
|   |   |   MasEN13v0_0.axm
|   |   |   MasEN14v0_0.axm
|   |   |   MasEN15v0_0.axm
|   |   |   MasEN16v0_0.axm
|   |   |   MasEN17v0_0.axm
|   |   |   MasEN18v0_0.axm
|   |   |   MasEN1v0_0.axm
|   |   |   MasEN20v0_0.axm
|   |   |   MasEN3v0_0.axm
|   |   |   MasEN4v0_0.axm
|   |   |   MasEN5v0_0.axm
|   |   |   MasEN6v0_0.axm
|   |   |   MasEN7v0_0.axm
|   |   |   MasEN9v0_0.axm
|   |   |
|   |   \---start
|   |       MasEN1.zip
|   |       MasEN10.zip
|   |       MasEN11.zip
|   |       MasEN12.zip
|   |       MasEN13.zip
|   |       MasEN14.zip
|   |       MasEN15.zip
|   |       MasEN16.zip
|   |       MasEN17.zip
|   |       MasEN18.zip
|   |       MasEN20.zip
|   |       MasEN3.zip
|   |       MasEN4.zip
|   |       MasEN5.zip
|   |       MasEN6.zip
|   |       MasEN7.zip
|   |       MasEN9.zip
|   |
|   +---ILABS-the artist
|   |   CreateSMIL_theartist.xml

```

```

|
| +---result
| | theartist_4.axm
| |
| \---templates
| | apicture.xml
| | bg.jpg
| | context-en.txt
| | context-it.txt
| | context.smil
| | index.smil
| | oneartist.smil
| | thumbcontext.jpg
| | thumbnail.xml
| | thumbworks.jpg
| | thumb_context.gif
| | work.smil
| | works-en.txt
| | works-it.txt
| | works.smil
|
| +---XIM-ContentFactory
| | xim-CF-Gallery-010jw.xml
| | xim-CF-Photo-009jw.xml
| | xim-CF-Video-003jw.xml
|
| \---XIM-html+e4x
| | XIM-html-formats-using E4X-002.zip
|
+---documents-pdf
| \---XIM-newsletter
| | Axmedis NL 29.6.06.pdf
| |
| \---source-files
| | Axmedis Newsletter 1.ind
| | Axmedis Newsletter.tif
|
+---DRM
| +---DRM-rules-b2b
| | contrac2-b2c.xml
| | contract2-b2b.xml
| | Contract2-License2.doc
| |
| \---DRM-rules-b2c
| | Contract 10 - License 10.doc
| | Contract10.xml
|
+---hypertext
| +---XIM-axmedis-logo-blue
| | \---source-files
| | | Axmedis-Logo-blue-glass.tif
| |
| +---XIM-glass-buttons
| | \---source-files
| | | AXMEDIS-ed-format-buttons.psd
| | | Buttons 3.tif
| |
| +---XIM-html-3col-css-sample
| | +---1024
| | | ax-3col-sample.css
| | | index.htm

```



```

|
|
|
|      \---images
|              Axmedis-Logo-blue-glass164.gif
|              faux.gif
|
|      \---source
|              Axmedis-Logo-blue-glass.psd
|              faux.psd
|
+---XIM-html-frames-sample
+---1024
|      ax-style001-bg.jpg
|      ax-style001.css
|      Axmedis-style001-footer.jpg
|      Axmedis-style001-header.jpg
|      body001.htm
|      footer001.htm
|      header001.htm
|      index.htm
|
+---320
|      ax-style001-bg.jpg
|      ax-style001.css
|      Axmedis-style001-footer.jpg
|      Axmedis-style001-header.jpg
|      body001.htm
|      footer001.htm
|      header001.htm
|      index.htm
|
|      \---source
|              axmedis-html-frames-sample-footer.psd
|              axmedis-html-frames-sample-header.psd
|
+---XIM-html-tables-sample
+---1024
|      axmedis-html-tables-sample.htm
|
|      \---images
|              axmedis-html-tables-sample_r10_c2.gif
|              axmedis-html-tables-sample_r1_c1.gif
|              axmedis-html-tables-sample_r2_c1.gif
|              axmedis-html-tables-sample_r2_c11.gif
|              axmedis-html-tables-sample_r2_c9.gif
|              axmedis-html-tables-sample_r2_c9_f2.gif
|              axmedis-html-tables-sample_r3_c1.gif
|              axmedis-html-tables-sample_r3_c10.gif
|              axmedis-html-tables-sample_r3_c7.gif
|              axmedis-html-tables-sample_r3_c7_f2.gif
|              axmedis-html-tables-sample_r4_c7.gif
|              axmedis-html-tables-sample_r5_c1.gif
|              axmedis-html-tables-sample_r5_c5.gif
|              axmedis-html-tables-sample_r5_c5_f2.gif
|              axmedis-html-tables-sample_r5_c8.gif
|              axmedis-html-tables-sample_r6_c5.gif
|              axmedis-html-tables-sample_r7_c1.gif
|              axmedis-html-tables-sample_r7_c3.gif
|              axmedis-html-tables-sample_r7_c3_f2.gif
|              axmedis-html-tables-sample_r7_c6.gif
|              axmedis-html-tables-sample_r8_c3.gif
|              axmedis-html-tables-sample_r9_c1.gif

```

```

axmedis-html-tables-sample_r9_c2.gif
axmedis-html-tables-sample_r9_c2_f2.gif
axmedis-html-tables-sample_r9_c4.gif
spacer.gif
+---320x240
|   axmedis-html-tables-sample.htm
|
\---images
    axmedis webvisual 2 flatter_r10_c2.gif
    axmedis webvisual 2 flatter_r1_c1.gif
    axmedis webvisual 2 flatter_r2_c1.gif
    axmedis webvisual 2 flatter_r2_c11.gif
    axmedis webvisual 2 flatter_r2_c9.gif
    axmedis webvisual 2 flatter_r2_c9_f2.gif
    axmedis webvisual 2 flatter_r3_c1.gif
    axmedis webvisual 2 flatter_r3_c10.gif
    axmedis webvisual 2 flatter_r3_c7.gif
    axmedis webvisual 2 flatter_r3_c7_f2.gif
    axmedis webvisual 2 flatter_r4_c7.gif
    axmedis webvisual 2 flatter_r5_c1.gif
    axmedis webvisual 2 flatter_r5_c5.gif
    axmedis webvisual 2 flatter_r5_c5_f2.gif
    axmedis webvisual 2 flatter_r5_c8.gif
    axmedis webvisual 2 flatter_r6_c5.gif
    axmedis webvisual 2 flatter_r7_c1.gif
    axmedis webvisual 2 flatter_r7_c3.gif
    axmedis webvisual 2 flatter_r7_c3_f2.gif
    axmedis webvisual 2 flatter_r7_c6.gif
    axmedis webvisual 2 flatter_r8_c3.gif
    axmedis webvisual 2 flatter_r9_c1.gif
    axmedis webvisual 2 flatter_r9_c2.gif
    axmedis webvisual 2 flatter_r9_c2_f2.gif
    axmedis webvisual 2 flatter_r9_c4.gif
    axmedis-html-tables-sample_r10_c2.gif
    axmedis-html-tables-sample_r1_c1.gif
    axmedis-html-tables-sample_r2_c1.gif
    axmedis-html-tables-sample_r2_c11.gif
    axmedis-html-tables-sample_r2_c9.gif
    axmedis-html-tables-sample_r2_c9_f2.gif
    axmedis-html-tables-sample_r3_c1.gif
    axmedis-html-tables-sample_r3_c10.gif
    axmedis-html-tables-sample_r3_c7.gif
    axmedis-html-tables-sample_r3_c7_f2.gif
    axmedis-html-tables-sample_r4_c1.gif
    axmedis-html-tables-sample_r4_c5.gif
    axmedis-html-tables-sample_r4_c5_f2.gif
    axmedis-html-tables-sample_r4_c7.gif
    axmedis-html-tables-sample_r4_c8.gif
    axmedis-html-tables-sample_r5_c1.gif
    axmedis-html-tables-sample_r5_c5.gif
    axmedis-html-tables-sample_r5_c5_f2.gif
    axmedis-html-tables-sample_r5_c8.gif
    axmedis-html-tables-sample_r6_c1.gif
    axmedis-html-tables-sample_r6_c3.gif
    axmedis-html-tables-sample_r6_c3_f2.gif
    axmedis-html-tables-sample_r6_c5.gif
    axmedis-html-tables-sample_r6_c6.gif
    axmedis-html-tables-sample_r7_c1.gif
    axmedis-html-tables-sample_r7_c3.gif
    axmedis-html-tables-sample_r7_c3_f2.gif

```

```

|
|
|
|         axmedis-html-tables-sample_r7_c6.gif
|         axmedis-html-tables-sample_r8_c1.gif
|         axmedis-html-tables-sample_r8_c2.gif
|         axmedis-html-tables-sample_r8_c2_f2.gif
|         axmedis-html-tables-sample_r8_c3.gif
|         axmedis-html-tables-sample_r8_c4.gif
|         axmedis-html-tables-sample_r9_c1.gif
|         axmedis-html-tables-sample_r9_c2.gif
|         axmedis-html-tables-sample_r9_c2_f2.gif
|         axmedis-html-tables-sample_r9_c4.gif
|         spacer.gif
|
|         +---resources
|         |         axmedis-html-tables-sample-bg.jpg
|         |
|         \---source
|         |         axmedis-html-tables-sample.png
|         |         axmedis-html-tables-sample.psd
|         |         axmedis-html-tables-sample320.png
|
| \---XIM-navigation-bar-sample
|
| +---1024
| |
| |         ax-navbar-sample.htm
| |
| | \---images
| | |
| | |         ax-navbar-sample_r10_c1.gif
| | |         ax-navbar-sample_r11_c1.gif
| | |         ax-navbar-sample_r11_c1_f2.gif
| | |         ax-navbar-sample_r12_c1.gif
| | |         ax-navbar-sample_r12_c1_f2.gif
| | |         ax-navbar-sample_r13_c1.gif
| | |         ax-navbar-sample_r13_c1_f2.gif
| | |         ax-navbar-sample_r14_c1.gif
| | |         ax-navbar-sample_r14_c1_f2.gif
| | |         ax-navbar-sample_r1_c1.gif
| | |         ax-navbar-sample_r2_c1.gif
| | |         ax-navbar-sample_r2_c1_f2.gif
| | |         ax-navbar-sample_r3_c1.gif
| | |         ax-navbar-sample_r3_c1_f2.gif
| | |         ax-navbar-sample_r4_c1.gif
| | |         ax-navbar-sample_r4_c1_f2.gif
| | |         ax-navbar-sample_r5_c1.gif
| | |         ax-navbar-sample_r6_c1.gif
| | |         ax-navbar-sample_r6_c1_f2.gif
| | |         ax-navbar-sample_r7_c1.gif
| | |         ax-navbar-sample_r7_c1_f2.gif
| | |         ax-navbar-sample_r8_c1.gif
| | |         ax-navbar-sample_r8_c1_f2.gif
| | |         ax-navbar-sample_r9_c1.gif
| | |         ax-navbar-sample_r9_c1_f2.gif
| | |         spacer.gif
| |
|
| +---320
| |
| |         ax-navbar-sample320.htm
| |
| | \---images
| | |
| | |         ax-navbar-sample320_r10_c1.gif
| | |         ax-navbar-sample320_r11_c1.gif
| | |         ax-navbar-sample320_r11_c1_f2.gif
| | |         ax-navbar-sample320_r12_c1.gif
| | |         ax-navbar-sample320_r12_c1_f2.gif

```

```

|
|
|         ax-navbar-sample320_r13_c1.gif
|         ax-navbar-sample320_r13_c1_f2.gif
|         ax-navbar-sample320_r14_c1.gif
|         ax-navbar-sample320_r14_c1_f2.gif
|         ax-navbar-sample320_r1_c1.gif
|         ax-navbar-sample320_r2_c1.gif
|         ax-navbar-sample320_r2_c1_f2.gif
|         ax-navbar-sample320_r3_c1.gif
|         ax-navbar-sample320_r3_c1_f2.gif
|         ax-navbar-sample320_r4_c1.gif
|         ax-navbar-sample320_r4_c1_f2.gif
|         ax-navbar-sample320_r5_c1.gif
|         ax-navbar-sample320_r6_c1.gif
|         ax-navbar-sample320_r6_c1_f2.gif
|         ax-navbar-sample320_r7_c1.gif
|         ax-navbar-sample320_r7_c1_f2.gif
|         ax-navbar-sample320_r8_c1.gif
|         ax-navbar-sample320_r8_c1_f2.gif
|         ax-navbar-sample320_r9_c1.gif
|         ax-navbar-sample320_r9_c1_f2.gif
|         spacer.gif
|
|         \---source-files
|                 ax-navbar-sample.png
|                 ax-navbar-sample320.png
|
+---presentation
|
|         +---iLABS-Gallery-SMIL
|                 ilabs-accademia.axm
|
|         +---XIM-graphical-source
|                 XIM-GalleryAuditorium.axm
|
|         +---XIM-marketing-presentation
|                 +---1024-PPT
|                         axmedis-marketing-pres-1024.ppt
|
|                 +---320-SMIL
|                         ax-mrketing-pres-320.smil
|
|                 \---MEDIAS
|                         arrow-left-64.gif
|                         arrow-right-64.gif
|                         axmedis-marketing-presentat.jpg
|                         text_body.txt
|                         text_title.txt
|
|                 \---source files
|                         arrows.psd
|                         axmedis-marketing-pres-arrow.tif
|                         axmedis-marketing-presentation-format.tif
|
|         \---XIM-PhotoGallery
|                 xim-PhotoGallery-html+time-stbSD.axm
|                 xim-PhotoGallery-html+time-winMB.axm
|                 xim-PhotoGallery-pureSMIL.axm
|
+---video and multimedia
|
|         +---XIM-graphical-source
|                 XIM-GalleryWild1.axm
|

```

```

+---XIM-media-player
|
|   +---1024
|   |
|   |   axmedis-mediaplayer.htm
|   |
|   |   \---images
|   |
|   |       axmedis-mediaplayer_r10_c26.png
|   |       axmedis-mediaplayer_r10_c28.png
|   |       axmedis-mediaplayer_r11_c27.png
|   |       axmedis-mediaplayer_r12_c1.png
|   |       axmedis-mediaplayer_r12_c8.png
|   |       axmedis-mediaplayer_r13_c3.png
|   |       axmedis-mediaplayer_r14_c5.png
|   |       axmedis-mediaplayer_r15_c3.png
|   |       axmedis-mediaplayer_r16_c3.png
|   |       axmedis-mediaplayer_r16_c7.png
|   |       axmedis-mediaplayer_r17_c4.png
|   |       axmedis-mediaplayer_r18_c1.png
|   |       axmedis-mediaplayer_r18_c6.png
|   |       axmedis-mediaplayer_r19_c2.png
|   |       axmedis-mediaplayer_r1_c1.png
|   |       axmedis-mediaplayer_r20_c9.png
|   |       axmedis-mediaplayer_r21_c11.png
|   |       axmedis-mediaplayer_r21_c25.png
|   |       axmedis-mediaplayer_r21_c9.png
|   |       axmedis-mediaplayer_r22_c11.png
|   |       axmedis-mediaplayer_r22_c13.png
|   |       axmedis-mediaplayer_r23_c12.png
|   |       axmedis-mediaplayer_r24_c10.png
|   |       axmedis-mediaplayer_r24_c24.png
|   |       axmedis-mediaplayer_r25_c13.png
|   |       axmedis-mediaplayer_r25_c22.png
|   |       axmedis-mediaplayer_r26_c14.png
|   |       axmedis-mediaplayer_r2_c1.png
|   |       axmedis-mediaplayer_r2_c23.png
|   |       axmedis-mediaplayer_r3_c1.png
|   |       axmedis-mediaplayer_r3_c20.png
|   |       axmedis-mediaplayer_r4_c1.png
|   |       axmedis-mediaplayer_r4_c18.png
|   |       axmedis-mediaplayer_r5_c1.png
|   |       axmedis-mediaplayer_r5_c16.png
|   |       axmedis-mediaplayer_r5_c19.png
|   |       axmedis-mediaplayer_r6_c17.png
|   |       axmedis-mediaplayer_r7_c15.png
|   |       axmedis-mediaplayer_r8_c21.png
|   |       axmedis-mediaplayer_r9_c1.png
|   |       axmedis-mediaplayer_r9_c26.png
|   |       close.gif
|   |       close_f2.gif
|   |       expand.gif
|   |       expand_f2.gif
|   |       ff.gif
|   |       ff_f2.gif
|   |       logo.gif
|   |       marker.gif
|   |       marker_f2.gif
|   |       media_window.gif
|   |       metadata_window.gif
|   |       minimise.gif
|   |       minimise_f2.gif
|   |       play.gif
|   |       play_f2.gif

```

```

rew.gif
rew_f2.gif
skip_back.gif
skip_back_f2.gif
skip_fwd.gif
skip_fwd_f2.gif
spacer.gif
stop.gif
stop_f2.gif
vol.gif
vol_f2.gif
+---320
|   axmedis-mediaplayer.htm
\---images
    axmedis-mediaplayer_r10_c23.png
    axmedis-mediaplayer_r10_c25.png
    axmedis-mediaplayer_r11_c24.png
    axmedis-mediaplayer_r12_c1.png
    axmedis-mediaplayer_r12_c6.png
    axmedis-mediaplayer_r13_c3.png
    axmedis-mediaplayer_r14_c4.png
    axmedis-mediaplayer_r15_c3.png
    axmedis-mediaplayer_r16_c5.png
    axmedis-mediaplayer_r17_c3.png
    axmedis-mediaplayer_r18_c1.png
    axmedis-mediaplayer_r19_c2.png
    axmedis-mediaplayer_r1_c1.png
    axmedis-mediaplayer_r20_c7.png
    axmedis-mediaplayer_r21_c11.png
    axmedis-mediaplayer_r21_c22.png
    axmedis-mediaplayer_r21_c7.png
    axmedis-mediaplayer_r21_c9.png
    axmedis-mediaplayer_r22_c10.png
    axmedis-mediaplayer_r23_c21.png
    axmedis-mediaplayer_r23_c8.png
    axmedis-mediaplayer_r24_c11.png
    axmedis-mediaplayer_r24_c19.png
    axmedis-mediaplayer_r25_c12.png
    axmedis-mediaplayer_r2_c1.png
    axmedis-mediaplayer_r2_c20.png
    axmedis-mediaplayer_r3_c1.png
    axmedis-mediaplayer_r3_c17.png
    axmedis-mediaplayer_r4_c1.png
    axmedis-mediaplayer_r4_c15.png
    axmedis-mediaplayer_r5_c1.png
    axmedis-mediaplayer_r5_c13.png
    axmedis-mediaplayer_r5_c16.png
    axmedis-mediaplayer_r6_c14.png
    axmedis-mediaplayer_r7_c12.png
    axmedis-mediaplayer_r8_c18.png
    axmedis-mediaplayer_r9_c1.png
    axmedis-mediaplayer_r9_c23.png
    close.gif
    close_f2.gif
    expand.gif
    expand_f2.gif
    ff.gif
    ff_f2.gif
    logo.gif

```

```
|
|
|marker.gif
|marker_f2.gif
|media_window.gif
|metadata_window.gif
|minimise.gif
|minimise_f2.gif
|play.gif
|play_f2.gif
|rew.gif
|rew_f2.gif
|skip_back.gif
|skip_back_f2.gif
|skip_fwd.gif
|skip_fwd_f2.gif
|spacer.gif
|stop.gif
|stop_f2.gif
|vol.gif
|vol_f2.gif
|
|\---source files
|    ax-player-v2.fla
|    Axmedis MediaPlayer 2.psd
|    Axmedis MediaPlayer 2.tif
|    axmedis-media-player.png
|    axmedis-media-player320.png
|
|\---XIM-video
|    Xim-test-rhino-cinepak-qvga-SMIL.axm
|    Xim-test-rhino-cinepak-SD-SMIL.axm
|    Xim-test-wild-withsound-002-SMIL.axm
```

3.1 Editorial Formats

In order to simplify browsing for samples, the sample formats have been organised consistently into the major content categories described in other WP8 deliverables:

- Documents/pdf
- Hypertext
- Presentations
- Audio
- Video
- Multimedia.

To reduce redundancy, video and multimedia have been combined in the directory structure.

3.2 DRM rules

DRM rules are the rules we define in order to govern AXMEDIS content. That is, we are using rights expression languages (REL), to express the rules that will allow AXMEDIS users to distribute and sell content controlling the rights given to them. The objective of the definition of DRM rules is to be able to control as much as possible that the users make a good use of the contents they have bought according to the rights given by the owners or distributors of the content.

The approach taken to define the DRM rules is to analyse current contracts between owners, distributors and users and make an "equivalent" rights expression. This is not completely possible right now, as an existing contract cannot be expressed with current rights expression languages, as some rights, conditions and other

elements are missing. For this reason, we present in this document some examples of how a contract can be expressed using MPEG 21 REL, the MPEG 21 standard rights expression language, but it is worth noting that some rights and conditions have to be added to this language according to the contract analysis done.

The sample DRM rules have been divided into business-to-consumer (B2C) and business-to-business (B2B).

In the B2C sample is reported an on-line music retail agreement. In the sample is reported the original contract (cleared of confidential data) and the related expression in REL. To ensure the best possible comprehension on relative mapping of concepts expressed by the original contract in the digital XML based format, the XML coding is also reported in a box inside the original text of the contract.

In the B2B sample is reported a video excerpt license agreement. In the sample is reported the original contract (cleared of confidential data) and the related expression in REL. Also in this case, to ensure the best possible comprehension on relative mapping of concepts expressed by the original contract in the digital XML based format, the XML coding is also reported in a box inside the original text of the contract.

3.3 Automation

Because of the close relationship between Editorial Formats and the Content Processing automation scripts required to exploit them, we have included some example scripts plus related formats and objects that demonstrate some of the different formatting strategies possible within AXMEDIS. It is beyond the scope of this present document to describe these approaches in detail, but more information regarding automation of formatting is provided in deliverable *DE8.4.1.3 Editorial Format Guide and Examples, second update*.

4 Editorial Formats file listing and sample screenshots (XIM, ILABS, DSI)

4.1 Introduction

Within each content category, one or more sample Editorial Formats are provided. Each of these sample formats is provided with:

- relevant source files (macromedia fireworks (png), adobe photoshop (psd and tif) and adobe indesign (.ind)) in a 'source-files' directory or AXMEDIS object
- specific target channel-optimised versions for PC/Kiosk at 1024 x 768 and where available for PDA/smartphone (at 480x535 or 240x268 – based on real internal sizes). Further resolutions will be developed as required.

The optimised versions mainly consist of either html plus related graphics and CSS stylesheets, SMIL plus related graphics, or pdf/document formats plus a powerpoint template for a PC presentation. Example objects that use the formats also include video files (MP4) or audio (MP3) where relevant.

In this updated version, where possible all source files and format elements have been packaged into AXMEDIS Objects. This facilitates easy sharing via P2P, protection and licensing where required (although all examples provided here are unprotected), and automation via Content Processing.

4.2 Audio

4.2.1 AFI-audio-SMIL

This contains a SMIL based audio player for PDA which is designed to play a selection of audio resources. It includes a progress bar and song selector.



AFI audio player

4.2.2 XIM-audio

This contains two sample objects using audio inside two different SMIL wrappers based respectively on 'Gallery' and 'Wild' formats. These present animated images while the music is playing, and controls allow start and stop/reset.

4.2.3 XIM audio player

An audio player has been developed to provide a method for formatting and controlling audio content playback. The sample provided here demonstrates the concept and look and feel. SMIL and Flash implementations were made first, and a skin for the AXMEDIS player has been created by DSI based on the related 'media' format (see video and multimedia files).

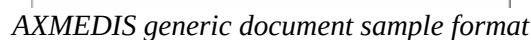


AXMEDIS audio player concept

Basic html target channel-optimised files are provided for 1024x768 and 320x240, as well as source files.

4.3 Documents-pdf

Apart from a generic document style template and sample text (in the specific case a MS-Word .dot file and a filled in text), that has been designed specifically for the purposes of demonstration at AXMEDIS next conference, a news-letter specific style has been developed and is reported here after.



This is a traditional document layout sample, created using Adobe Indesign and Photoshop. The natural output format for such a file is printable PDF. The source files allow partners to take elements from this design for re-use in other AXMEDIS Editorial Formats.



AXMEDIS newsletter sample format

Source-files

Axmedis NewsLetter 1.indd
Axmedis NewsLetter.tif

Target channel-optimised files:

Axmedis NL 29.6.06.pdf

4.4 Hypertext

Some samples are provided for hypertext, each using a different method of layout. This is to allow maximum flexibility in testing the AXMEDIS content formatting using HTML.

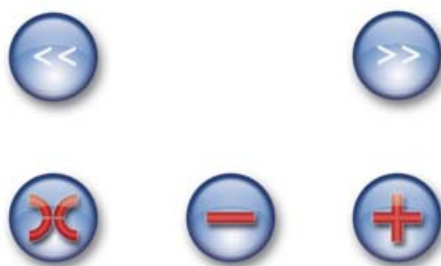
PC (1024x768) and smartphone/PDA (320x240) resolutions are provided for all except the css sample which is a 3 column design and therefore not suitable for reduction to 320 pixels.

4.4.1 XIM-logo-blue

This is the 'blue glass' effect version of the AXMEDIS logo which has been used in many of the provided samples. It is included here as a standalone logo in photoshop source format.

4.4.2 XIM-glass-buttons

This is a set of glass-like 3d buttons for standard controls such as stop, play, etc. These have been designed and coloured to complement the AXMEDIS Editorial Formats provided. The source photoshop files contain the various button colours and markings in switchable layers, and one example set of target gif files is included (shown below).



AXMEDIS Sample glass buttons for interface building

4.4.3 XIM-html-3col-css-sample

This sample uses CSS layouts based on the DIV tag, which is by far the most prevalent method used with current web browsers.

<<title>>		
<<localNav>> Link One Link Two Link Three Link Four	<<body>>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur pellentesque massa vitae risus. Etiam iaculis imperdiet leo. Fusce eget dui. Proin at quam et arcu molestie scelerisque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Praesent cursus ante eget neque. Cras sem lacus, congue ac, lacinia a, iaculis vitae, massa. Maecenas tincidunt vulputate dui. Pellentesque auctor. Sed mollis diam eget dui. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed sagittis arcu vel purus eleifend placerat. Maecenas tempus gravida nisl. Suspendisse bibendum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur pellentesque massa vitae risus. Etiam iaculis imperdiet leo. Fusce eget dui. Proin at quam et arcu molestie scelerisque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Praesent cursus ante eget neque. Cras sem lacus, congue ac, lacinia a, iaculis vitae, massa. Maecenas tincidunt vulputate dui. Pellentesque auctor. Sed mollis diam eget dui. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed sagittis arcu vel purus eleifend placerat. Maecenas tempus gravida nisl. Suspendisse bibendum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur pellentesque massa vitae risus. Etiam iaculis imperdiet leo. Fusce eget dui. Proin at quam et arcu molestie scelerisque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Praesent cursus ante eget neque. Cras sem lacus, congue ac, lacinia a, iaculis vitae, massa. Maecenas tincidunt vulputate dui. Pellentesque auctor. Sed mollis diam eget dui. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed sagittis arcu vel purus eleifend placerat. Maecenas tempus gravida nisl. Suspendisse bibendum.	<<rightTextBox>> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur pellentesque massa vitae risus. Etiam iaculis imperdiet leo. Fusce eget dui. Proin at quam et arcu molestie scelerisque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Praesent cursus ante eget neque. Cras sem lacus, congue ac, lacinia a, iaculis vitae, massa. Maecenas tincidunt vulputate dui. Pellentesque auctor. Sed mollis diam eget dui. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed sagittis arcu vel purus eleifend placerat. Maecenas tempus gravida nisl. Suspendisse bibendum.
<<footer>> ©2006 AXMEDIS consortium. All rights reserved.		

AXMEDIS 3 column css-based hypertext sample format

4.4.4 XIM-html-frames-sample

This sample uses html frames, which allows more flexibility for smaller display devices such as PDAs.



AXMEDIS Frames-based hypertext sample format

4.4.5 XIM-html-tables-sample

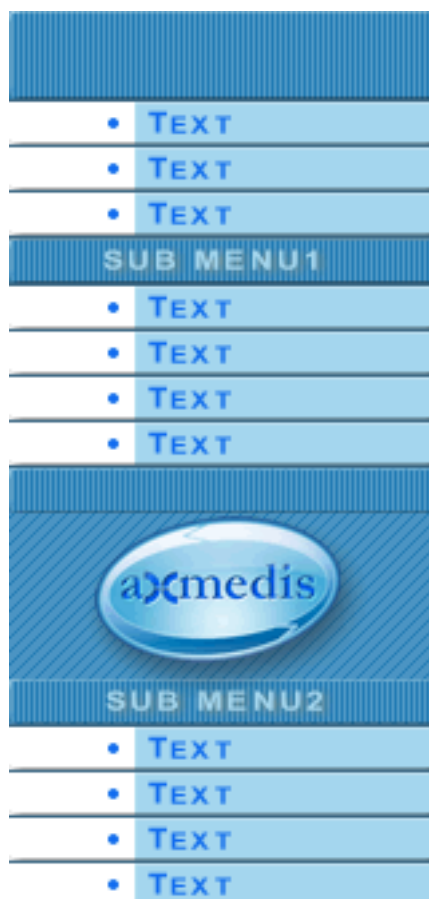
This sample uses html tables and graphics which creates a fixed size page but renders reliably on a wide range of browsers.



AXMEDIS Tables-based hypertext sample format for 320x240

4.4.6 XIM-navigation-bar-sample

This is a compact navigation bar which can be inserted as a piece of html code to provide an attractive menu system coloured and branded as AXMEDIS. Two sample target examples are included as well as the source files in Macromedia Fireworks.

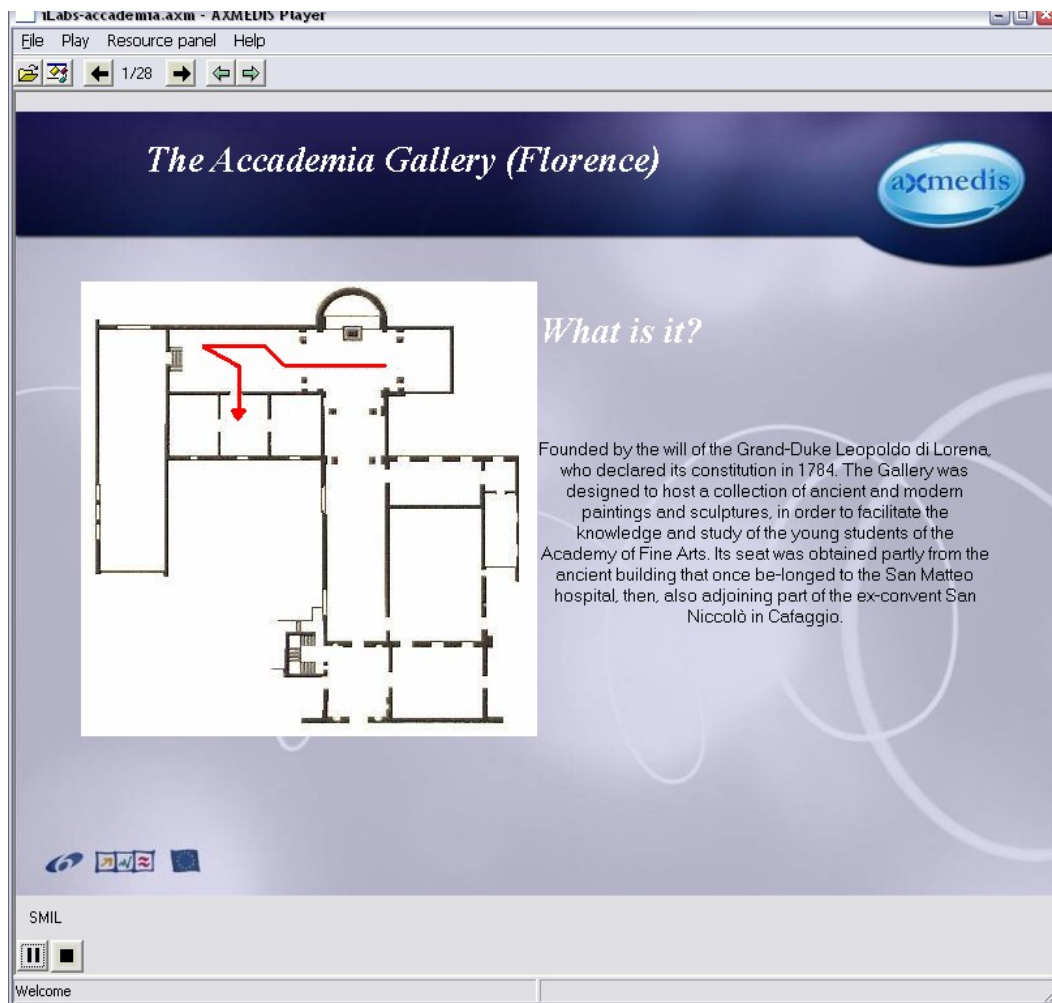


AXMEDIS re-usable navigation bar

4.5 Presentation

4.5.1 ILABS-gallery-SMIL

This example object is based on the XIM ‘marketing presentation’ format described below. It is produced in SMIL.



ILABS Accademia SMIL object

4.5.2 XIM-PhotoGallery

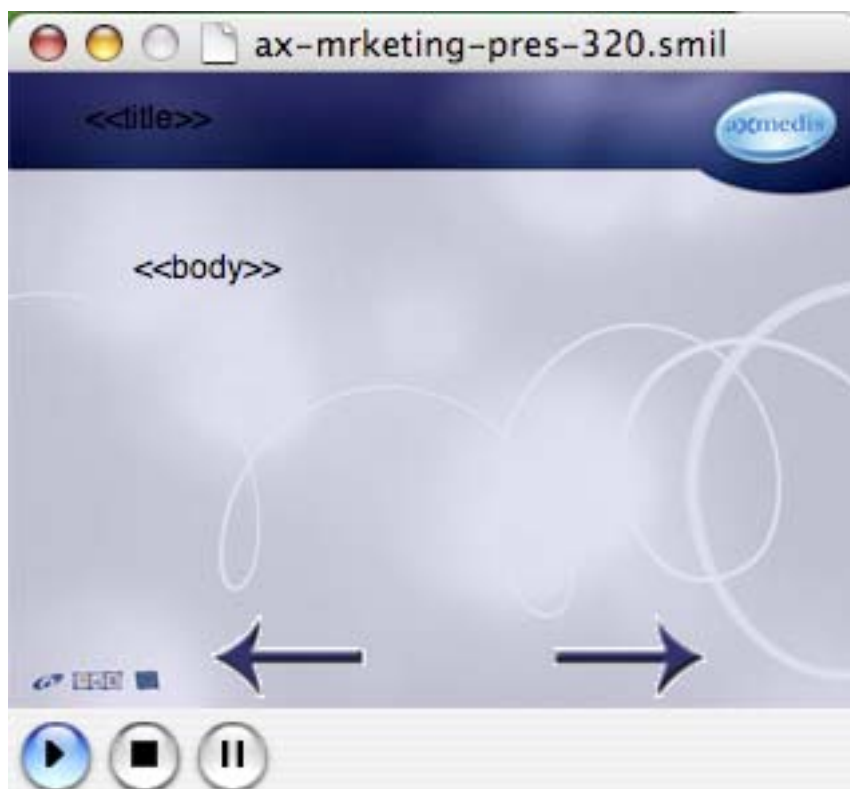
The 'XIM-graphical-source' contains an AXMEDIS object containing the source TIFF file for use of this format in Photoshop. The 'gallery' format is used in 'PhotoGallery' in three examples, optimised for STB (shown below), Windows mobile and PC (in SMIL).



XIM 'photo gallery' shown on plasma screen

4.5.3 XIM-marketing-presentation

This is a professional looking presentation format which is provided as source files in photoshop psd and tif, as well as a SMIL-based target format for PDA/smartphone (320x240) and a PowerPoint template for PC.



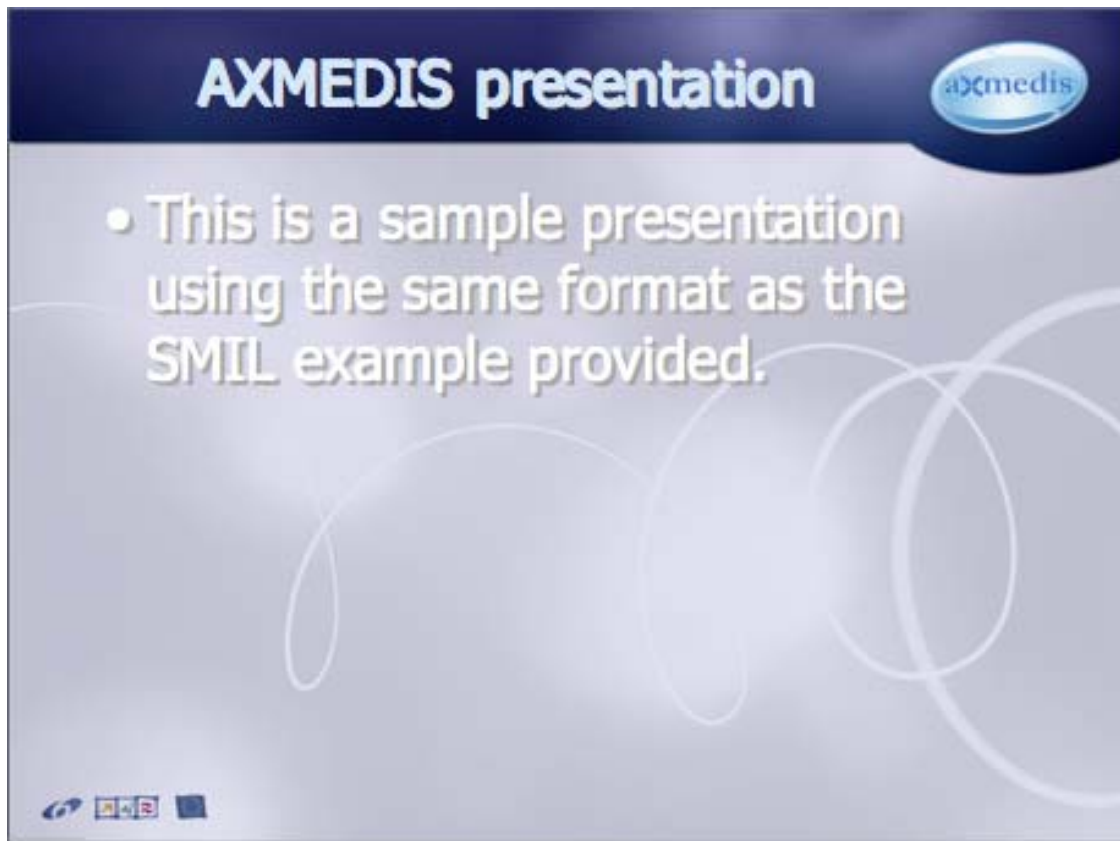
SMIL version of AXMEDIS marketing presentation sample running in Ambulant

```

<smil xmlns="http://www.w3.org/2001/SMIL20/Language">
  <head>
    <layout type="text/smil-basic-layout">
      <root-layout id="rootLayout"
        width="320"
        height="240"/>
      <region
        id="region_bg"
        left="0"
        top="0"
        width="320"
        height="240"
        z-index="0"/>
      <region
        id="region_title"
        left="24"
        top="12"
        width="222"
        height="24"/>
      <region
        id="region_body"
        left="42"
        top="54"
        width="228"
        height="150"/>
      <region
        id="region_left_arrow"
        left="72"
        top="204"
        width="78"
        height="36"/>
      <region
        id="region_right_arrow"
        left="200"
        top="204"
        width="78"
        height="36"/>
    </layout>
  </head>
  <body id="body_mainSequence">
    <par id="par_mainParallel">
      
      <text
        dur="indefinite"
        src="MEDIAS/text_title.txt"
        region="region_title"
        id="text_title"
        begin="0ms"/>
      <text
        dur="indefinite"
        src="MEDIAS/text_body.txt"
        region="region_body"
        id="text_body"
        begin="0ms"/>
      
      
    </par>
  </body>
</smil>

```

SMIL code used to create the SMIL presentation format above



PowerPoint template version of AXMEDIS marketing presentation sample

Aside the just presented Marketing-oriented style for presentation a further one has been derived from the generic text template already mentioned when discussing of documents and pdf. This specific presentation template retains the same graphical main attributes of the text and is aimed at a generic audience in contexts like conferences or tutorials. In the following pictures samples are reported.

**AXMEDIS Internal Tutorial
on Content Production**

version 3.0
date: June 2008

Dr. Ing. Udo Lutz *URCH
Chair of Informatics, Univ. of
Worms, D-97082 Würzburg, Germany
E-Mail: udo.lutz@ur.de
Phone: +49 930 9151-1000

Table of Content (I)

- The context
- Environment set-up
- Content Model and Production Overview
 - Theory recall & Practice section
- AXMEDIS Content Processing
 - Theory recall & Practice section
- Content Protection Tools
 - Theory recall & Practice section
- Programme and Publication
- Query On Demand
 - Theory recall & Practice section

Managing License Chain

- Alice says, "Bob has the right to issue a license to anyone to print the book."
- Bob says, "Carol has the right to print the book."
- To solve the SubSubLicense all the connected licenses are needed
- They have to be accessible on Processing Engine
- This may involve massive processing

4.6 Video-and-multimedia

4.6.1 XIM-media-player-sample

A media player has been developed to provide a method for formatting and presenting video and multimedia content. The sample provided here demonstrates the concept and look and feel in html. This has been tested in SMIL and DSI have created a working skin for the AXMEDIS player based on this format.



AXMEDIS video/multimedia player concept

Source files include:

- Axmedis MediaPlayer 2.psd (Photoshop)
- Axmedis MediaPlayer 2.tif (Photoshop)
- ax-player-v2 fla (Macromedia Flash file for prototype development)
- axmedis-media-player.png (Fireworks)
- axmedis-media-player320.png (Fireworks)

Basic html target channel-optimised files are provided for 1024x768 and 320x240..

4.6.2 XIM-video

This contains a selection of video clips presented within a SMIL wrapper based on the 'Wild' format. The video clips include STB, QVGA and one including sound.

5 DRM rules file listing and sample screenshots (UPC)

This section defines the DRM rules that can be applied to current commercial contracts. It is worth noting that not all the conditions and clauses stated in contracts can be expressed with rights expression language selected in AXMEDIS for the definition of DRM rules.

The rights expression language selected, MPEG-21 REL, and the associated rights data dictionary, MPEG-21 RDD, cannot express most of the rights present in current business and distribution scenarios, like publishing companies, broadcasting companies, etc.

For this reason, the information given in the following sections is the most accurate possible taking into account the limitations of the selected REL expressiveness. In order to fulfil the requirements of the DRM rules both for B2B and B2C business models, AXMEDIS participants have to define the missing rights and conditions (using the mechanisms already described in the MPEG-21 REL standard).

“De 4.5.1.3 Content Protection and Supervision 2nd Update” proposes an extension for MPEG-21 REL to enable the expression of contracts information using a profile of MPEG-21 REL. This profile will consist of a subset of the MPEG-21 REL and the proposed extension, presented in De4.5.3.1, that has been defined to support the information of the AXMEDIS contracts. Therefore, this profile will be used to express MPEG-21 REL licenses equivalent to AXMEDIS contracts.

The structure of the section is as follows, for each scenario, a contract has been selected. Then, the DRM rules associated to this contract are described. A B2C and B2B scenarios are provided. Inside B2B scenario, some B2C rules are also described, as the owner of the content gives the distributor permission for modifying the content for facilitating distribution.

5.1.1 B2C

The files associated to the B2C scenario are:

Contract 10 - License 10.doc

Contract10.xml

5.1.1.1 Video excerpt LICENCE AGREEMENT

LICENSOR (referred to as Distributor) and LICENSEE (referred to as User) (jointly referred to as the Party/Parties).

WHEREAS:

- (a) User has requested permission of Distributor to use news excerpts about blackout in Italy taken from the archives of RAI – Radiotelevisione Italiana S.p.A. (“Owner”), as specified hereunder (“Archive”);
- (b) Distributor has been authorized by Owner to handle distribution of Owner’s Archive;
- (c) User intends to acquire, with respect to Archive or part thereof, non-exclusiverights (“Rights”) for the territory of (“Territory”), subject to the terms and conditions set forth in this Agreement.

Pursuant to points (a), (b) and (c) above, User and Distributor hereby agree to the following:

1. Distributor shall deliver to User, with respect to Archive, one or more Betacam SP videocassettes in the PAL broadcast standard (“Material”) containing Archive on an “as is” basis.
2. Distributor grants to User, with respect to Archive, the Rights in the Territory, both as specified in point (c) above. User shall exploit the Rights from the date of execution of this Agreement for (.....) year (“License Period”).
3. User shall notify Distributor of any claim regarding the technical conditions of Material within and no later than 10 (ten) days from collection of Material by User via telecopier transmission, the deadline for claims being essential to this Agreement. If Material should not prove technically satisfactory, Distributor’s action shall be limited to replacement of Material at no cost for the User.
4. The Distributor and the Owner do not undertake any liability with regard to the technical conditions and/or the quality of the Archives and Material. The Archives and the relevant material are supplied as they are and without guarantees of any kind by the Distributor and the Owner.
The Distributor and the Owner are expressly relieved from any express or implied guarantees, including, by way of example and not limited to, the implied guarantee of marketability and suitability of the Archives to satisfy any particular purposes.
The Distributor and the Owner do not guarantee that the Archives are suitable to satisfy the requirements of the User nor that the defects found in the Archives will be corrected by them. The Distributor and the Owner do not guarantee, moreover, nor ensure that it may be relied upon, with regard to the use or results deriving from the use

of the Archives or the relevant Materials, nor from the stand-point of their exactness, accuracy, reliability or under any other profiles. Any oral or written information or advice by representatives or appointees of the Distributor and/or the Owner cannot be considered in any event as reliable or guaranteed.

Notwithstanding what provided in letter (b) of the premises, the Owner and the Distributor are expressly relieved as of now from any guarantees, either express or implied, and from any liabilities in relation to the Material of the Archives deriving from programme of current events and/or news reporting.

The physical persons, juridical entities and/or commercial corporations described in the interviews and/or services constituting the Material of the Archives, granted the use of their image only for the purpose of their use in programmes of current events and/or news reporting. Therefore, the User shall undertake any and all liabilities in relation to obtaining any authorizations and/or discharge from liability, that should become necessary from the above-mentioned physical persons, juridical entities and/or commercial corporations for the purpose of exploiting the Materials and the Rights, including by indemnifying and holding the Distributor and Owner harmless from any claims by anybody in this regard.

It is also understood that the User cannot modify in any manner whatsoever the Material supplied in relation to the "dialogue" part, in particular in the interviews, including by indemnifying and holding the Distributor and Owner harmless from any claims by anybody in this regard.

5. User shall use Archive exclusively in a program entitled "....." and limited to the Rights and Territory granted hereunder. Any other use of Archive is expressly prohibited with respect to this Agreement, but may be subject to further agreements between Distributor and User. Notwithstanding the foregoing, Distributor and Owner shall be free to use Archive worldwide during the License Period, and User expressly acknowledges and accepts that the Rights are granted to User on a non-exclusive basis.
6. User expressly warrants that Archive shall not be used to libel, slander, or in any other way damage the moral integrity, dignity and/or image of the persons, places, companies and/or any other elements portrayed in Archive, and that User shall not use a music score with Archive which is inconsistent with, or may in any way cause damage to, the persons, places, companies and/or any other elements portrayed in Archive. Notwithstanding the foregoing, User holds Distributor harmless against any claim by third parties with respect to improper use of Archive.
7. User shall not exploit elements in the Archive, if any, which are owned by third parties, including but not limited to photographs, transparencies, excerpts from motion pictures, and/or theater plays, videograms or other elements expressly copyrighted by said third parties. User holds Distributor harmless against any liability in this respect.
8. User shall pay local performing rights societies in the Territory for music performance rights relating to music, if any, included in, or added by the User to, Archive.
9. Upon the earliest use of Archive, User shall notify Distributor of the actual amount of minutes of Archive used, within and no later than 20 (twenty) days from the delivery of the Material. Failing a positive reply on User part, Distributor will be forced to issue an invoice for 5 (five) minutes used as guarantee for the delivered Material. User shall also provide Distributor with a VHS recording of the program where Archive was used, and shall return any unused Material.
10. In consideration of the copyrights materials granted in this Agreement and additional fees, User shall pay Distributor a license fee of Euro (.....) gross, per minute or part thereof used. User states that, according to the-Italy Convention for the avoidance of double taxation, the withholding tax to be applied is equal to the(..... per cent) of the gross amount of the license fee. Therefore User shall pay Distributor a license fee of Euro (.....), net.
The amount above shall be paid by User upon receipt of invoice by check or bank transfer made payable to: LICENSOR
11. User and Distributor hereby agree that the applicable law with respect to the interpretation and/or performance of this Agreement shall be Italian Law and elect the Forum of Rome as the exclusive Forum to hear any disputes pertaining to this Agreement.

Date: .

LICENSEE (User)

LICENSOR . (Distributor)

5.1.1.2 Associated DRM Rule

```
<?xml version="1.0" encoding="UTF-8" ?>
<r:license xmlns:r="urn:mpeg:mpeg21:2003:01-REL-R-NS" xmlns:sx="urn:mpeg:mpeg21:2003:01-REL-SX-NS" xmlns:mx="urn:mpeg:mpeg21:2003:01-REL-MX-NS"
xmlns:dsig="http://www.w3.org/2000/09/xmldsig#"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="urn:mpeg:mpeg21:2003:01-REL-R-NS ..\schemas\rel-r.xsd
urn:mpeg:mpeg21:2003:01-REL-SX-NS ..\schemas\rel-sx.xsd urn:mpeg:mpeg21:2003:01-REL-
MX-NS ..\schemas\rel-mx.xsd">
<r:title>Video excerpt LICENCE AGREEMENT</r:title>
<r:grant>
  <r:keyHolder licensePartIdRef="LICENSEE"/>
  <mx:adapt />
  <r:digitalResource>
    <r:nonSecureIndirect Id="news_excerpts_about_blackout_in_Italy" />
  </r:digitalResource>
  <r:allConditions>
    <r:validityInterval>
      <r:notBefore>2006-07-21T00:00:00</r:notBefore>
      <r:notAfter>2006-07-21T00:00:00</r:notAfter>
    </r:validityInterval>
    <sx:territory>
      <sx:location>
        <sx:country xmlns:iso="urn:mpeg:mpeg21:2003:01-REL-SX-NS:country">iso:IT</sx:country>
      </sx:location>
    </sx:territory>
    <sx:feeFlat>
      <sx:rate>
        <sx:amount>0</sx:amount>
      </sx:rate>
    </sx:feeFlat>
  </r:allConditions>
</r:grant>
<r:issuer>
  <r:keyHolder>
    <r:info>
      <dsig:KeyName>LICENSOR</dsig:KeyName>
    </r:info>
  </r:keyHolder>
</r:issuer>
</r:license>
```

5.1.2 B2B

The files associated to the B2C scenario are:

Contract2-License2.doc

contrac2-b2c.xml

contract2-b2b.xml

5.1.2.1 ONLINE MUSIC RETAIL AGREEMENT

This retail agreement is made on the ___ day of 2004 between ___ of ___ (insert address) (“the OWNER”) and (“the retailer”).

1. The OWNER will provide with access to the music catalogue owned and managed by _____,) for the purpose of reselling in the form of an online music store otherwise known as a digital music download service. OWNER shall provide with one year exclusive access to current and future song(s) and album release for digital retail sale only.
2. will convert the catalogue to the required format for digital downloads.

3. OWNER gives full rights to convert catalogue to format required for retail sales and to make and perform 30sec clips for preview to promote sales
4. OWNER will provide with one copy of each album or single at no cost to
5. will not use the catalogue of music for any other purpose other than stated above.
6. will pay above mentioned label **20%** of each track or album sold. All fees are paid on a quarterly basis. Minimum payment is
7. is registered with Collecting Society.....
8. acknowledges that the OWNER maintains all rights and ownership of the music catalogue supplied.

OWNER shall obtain and pay for any necessary clearances and licenses in the Territory (Universe) for all OWNER Content and Artwork. OWNER shall be responsible for and timely payment (i) any royalties and other income due to artists, authors, co-authors,, co-copyright owners, producers and other record royalty participants from sales, (ii) all mechanical royalties payable to publishers and/or authors or co-authors of copyrighted musical compositions embodied in Digital Masters from sales (iii) all payments that may be required under collective bargaining agreements applicable to OWNER or third parties (iv) any other royalties, fees and/or sums payable with respect to the OWNER Content, Artwork, metadata and other materials provided by OWNER to Any sound recordings and the underlying musical compositions that are provided by or on behalf of OWNER to must be owned or controlled by OWNER and/or have been cleared by OWNER.

5.1.2.2 Associated DRM Rule for distribution

```
<?xml version="1.0" encoding="UTF-8" ?>
<r:license xmlns:r="urn:mpeg:mpeg21:2003:01-REL-R-NS" xmlns:sx="urn:mpeg:mpeg21:2003:01-REL-SX-NS" xmlns:mx="urn:mpeg:mpeg21:2003:01-REL-MX-NS"
xmlns:dsig="http://www.w3.org/2000/09/xmldsig#"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="urn:mpeg:mpeg21:2003:01-REL-R-NS ..\schemas\rel-r.xsd
urn:mpeg:mpeg21:2003:01-REL-SX-NS ..\schemas\rel-sx.xsd urn:mpeg:mpeg21:2003:01-REL-
MX-NS ..\schemas\rel-mx.xsd">
<r:title>Online Music retail agreement</r:title>
<r:grant>
  <r:issue />
  <r:grantGroup>
    <r:grant>
      <mx:play />
      <r:digitalResource>
        <r:nonSecureIndirect Id="The_music_catalogue" />
      </r:digitalResource>
      <sx:feeFlat>
        <sx:rate>
          <sx:amount>20</sx:amount>
        </sx:rate>
      </sx:feeFlat>
    </r:grant>
  </r:grantGroup>
</r:grant>
<r:issuer>
  <r:keyHolder>
    <r:info>
      <dsig:KeyName>owner key!!! -(jul06)</dsig:KeyName>
    </r:info>
  </r:keyHolder>
</r:issuer>
```

</r:license>

5.1.2.3 Associated DRM Rule for modifications of the content (B2C rule for B2B users)

```
<?xml version="1.0" encoding="UTF-8" ?>
<r:license xmlns:r="urn:mpeg:mpeg21:2003:01-REL-R-NS" xmlns:sx="urn:mpeg:mpeg21:2003:01-REL-SX-NS" xmlns:mx="urn:mpeg:mpeg21:2003:01-REL-MX-NS"
xmlns:dsig="http://www.w3.org/2000/09/xmldsig#"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="urn:mpeg:mpeg21:2003:01-REL-R-NS ..\schemas\rel-r.xsd
urn:mpeg:mpeg21:2003:01-REL-SX-NS ..\schemas\rel-sx.xsd urn:mpeg:mpeg21:2003:01-REL-
MX-NS ..\schemas\rel-mx.xsd">
<r:title>Online Music retail agreement</r:title>
<r:grantGroup>
  <r:grant>
    <mx:reduce />
  </r:grant>
  <r:grant>
    <mx:adapt />
  </r:grant>
</r:grantGroup>
<r:issuer>
  <r:keyHolder>
    <r:info>
      <dsig:KeyName>owner key!!! -(jul06)</dsig:KeyName>
    </r:info>
  </r:keyHolder>
</r:issuer>
</r:license>
```

Automation sample files (XIM, ANSC, ILABS)

5.2 ANSC - Automatic creation of template-based interactive SMIL

The following is a professional looking interactive SMIL presentation. It is an instrument photo-gallery with audio player with contents from ANSC instruments collection and folk music audio archive.¹ The main page presents clickable thumbnails of the photos and the player. Each page shows the photo and has a navigation system.



Main page of the photo gallery



Single photo page with navigation

Once the template with the background, icons and general “look and feel” has been defined, the XML can easily be parametrized within an AXCP script (through the natively supported E4X library) which will generate the appropriate SMIL sources for each instrument, adding the needed files to the final AXMEDIS object. Information such as the instrument’s name is also dynamically created and added as text.

The following JS snippet shows some of the parameters used to build the SMIL treated as ordinary variables:

```
rootWidth = 800; // same for background
rootHeight = 600; // same for background
```

```
bgFit = “fill”;
```

```
// image regions
```

```
titleLeft = 20;
titleTop = 30;
titleWidth = 642;
titleHeight = 54;
imageLeft = 0;
imageTop = 108;
imageWidth = 642;
imageHeight = 438;
```

```
// title
fontSize = 40;
```

```
thumbnailWidth = 105;
thumbnailX = 12;
xFactor = 5;
thumbnailHeight = 140;
thumbnailY = 5;
yFactor = 5;
```

```
imagesPerRow = 5;
```

The following JS snippet shows the creation of SMIL regions for a thumbnails page. The regions are created according to the number of photos present:

```
var imageRegion = <region id="image_area" left={imageLeft} top={imageTop}
width={imageWidth} height={imageHeigth} {zindex}="1"> </region>;
for (i=0; i<photos; i++)
{
  left = ((i % imagesPerRow) * (thumbnailWidth + thumbnailX))+(thumbnailX +
xFactor);
  id = "thumb"+(i+1)+"_area";
  top = Math.floor (i/imagesPerRow)*(thumbnailHeigth + thumbnailY)+yFactor;
  color = "#" + (i*10+10).toString(16) + "0000"; // creates a red gradient
  imageRegion.appendChild (<region id={id} top={top} left={left}
height={thumbnailHeigth} width={thumbnailWidth} fit="slice"
backgroundColor={color}/>);
}
```

The above SMIL Format (which was intended for PC users) can automatically be adapted for another device, in this case a PDA. Following is a screenshot of the same object adapted for PDA.

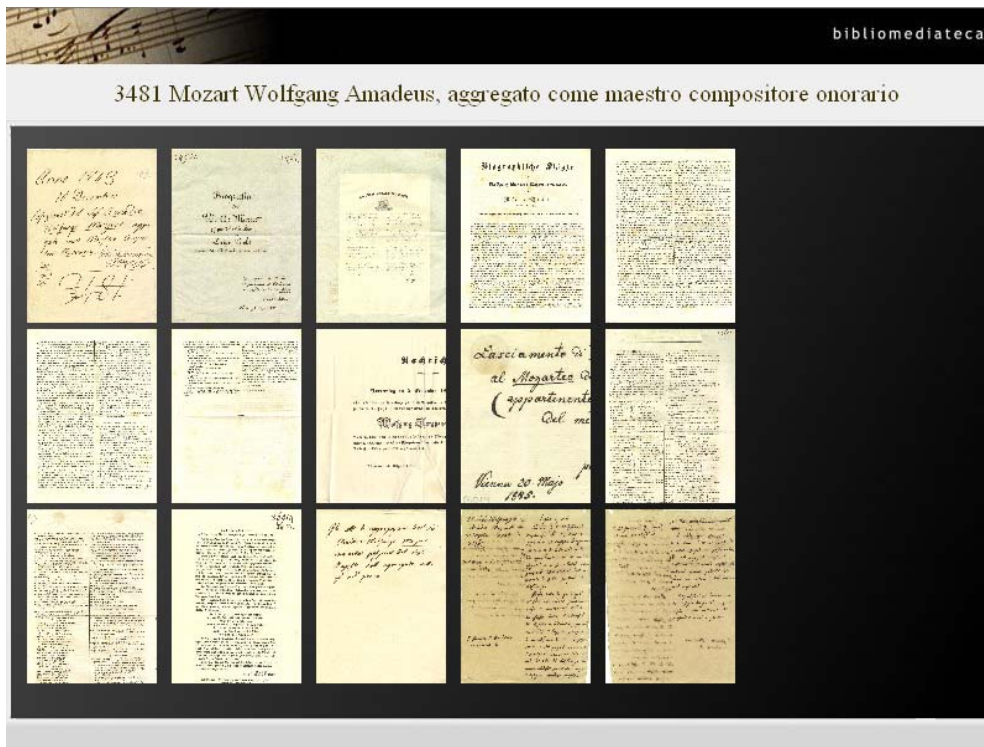


Photogallery object generated for PDA starting from the same template

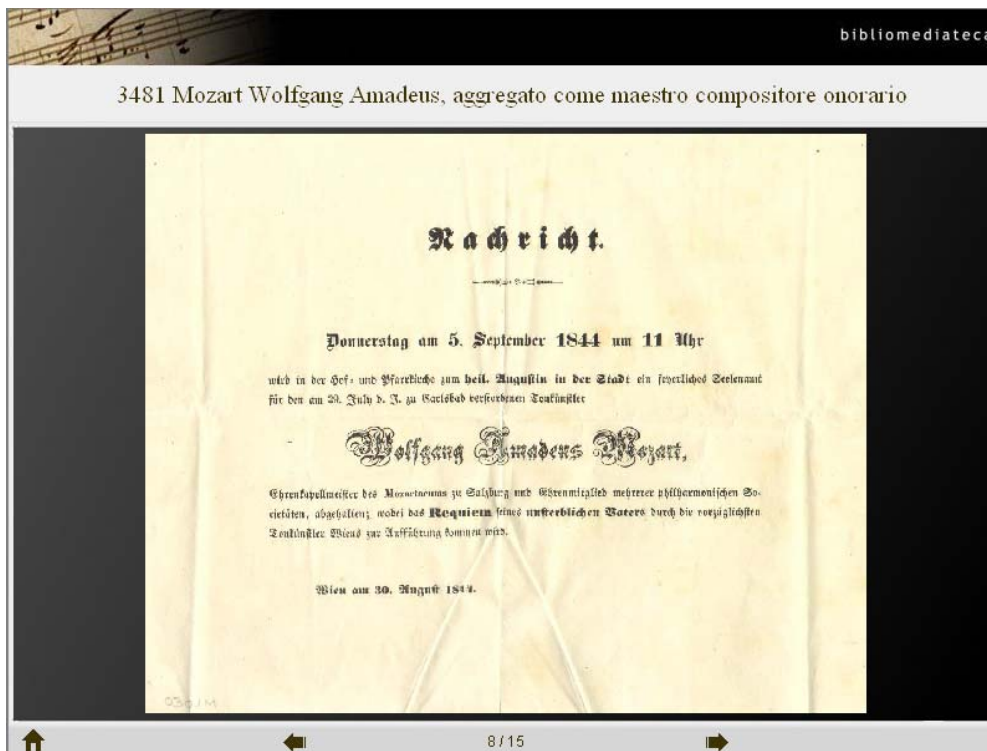
The global resolution has been changed, and appropriate resources used for the background and icons, finally font-size has been reduced for correct rendering on PDA. Additionally images have been proportionally scaled and audio down-sampled.

Once a broad “template-concept” has been defined by a designer, it can easily be ported to a different context by slightly modifying the template, resources (such as background images and icons), and the generating script.

Following is an example showing the same template-concept (a gallery with thumbnails) but in this case applied to a completely different context: scanned images of ancient archival documents:



Thumbnail page for the archive document



Single image page with navigation interface. Notice in this case how an index has been automatically been generated based on the number of images present in the object

The scripts, source files and objects for these examples can be found in the ‘automation’ directory within the ZIP file.

5.3 ILABS

From IMS to AXM

This contains a rule that transforms IMS content packages into AXMEDIS objects. The directory includes all resources necessary for execution, but will require parameter configuring - including paths - so to match a user's working environment characteristics.

'the_artist' contains a rule plus sample object and templates used for automated production. Unfortunately this cannot be executed as it requires the full Art Online DB and website.

5.4 XIM

'Content factory' contains three example rules:

- 'XIM-CF-gallery', which creates an animated gallery of photographs from a source directory of image files, adding standard Dublin core metadata and then storing the output result to a set destination, which can be a watch folder used by a subsequent process.
- 'XIM-CF-Photo' Which resizes different photographs
- 'Video' which wraps a given video file into a SMIL player.

For the 'HTML plus E4X' example, please refer to DE8.4.1.3 – Editorial format Guide and Examples Second Update, section 6 for a detailed description.



HTML template used in XIM's E4X automation example

6 Next steps

The next steps involve mainly final integration and use of these formats and rules within the AXMEDIS demonstrators. Given the fact that WP8.5 continues until M42, and in the next period are planned mainly demonstration activities, the future work related to editorial formats and DRM rules will be mainly twofold, namely on the one side to test what is currently available against a set of real world demo scenarios; and on the other side to enhance and update (including fixing or correcting what already done) the sample formats

presented in this Zip file (axmedis-de8-5-1-2-v1.zip) which do represent the current status of work in progress.

7 Conclusions

By definition this is an open document reflecting the work in progress of the cross-channel and multi-channel content production; WP8.5 continues until M42, and the sample formats presented in this Zip file (axmedis-de8-5-1-2-v1.zip) represent a current status of work in progress. As the next steps involve final integration and use of these formats and rules within the AXMEDIS demonstrators, the final version of the archive related to this document will reflect all changes and improvement that will have occurred during the final phases of the project demo activity.