



Automating Production of Cross Media Content for Multichannel Distribution

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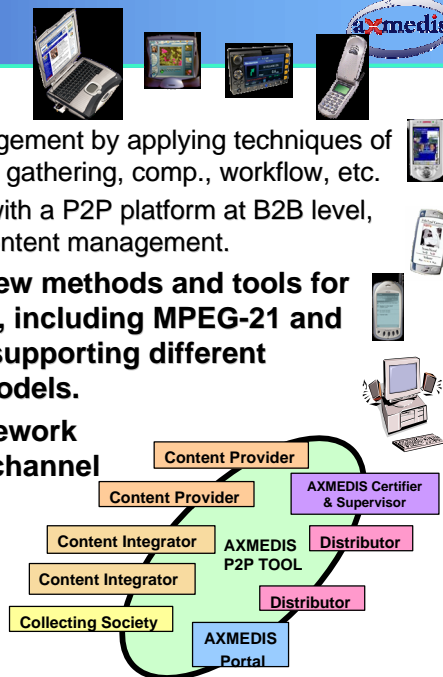
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- Reducing costs for
 - ✦ content production and management by applying techniques of automatic content production, gathering, comp., workflow, etc.
 - ✦ distribution and aggregation with a P2P platform at B2B level, integrating and automating content management.
- Developing and providing new methods and tools for innovative and flexible DRM, including MPEG-21 and overcoming its limitations, supporting different business and transaction models.
- Creating the AXMEDIS framework for demonstrators as multi-channel distribution (I-TV, PC, PDA, Mobile...) and for Take up actions via a Competitive Call



Project recipe !



- *There is no expected recipe for starting a successful IP! Any suggestion given as a simple statement could be considered trivialWhat means is the measuring:*
- **Good set of ideas/problems collected through several interviews to companies and researchers in the sector.**
 - ✦ Balancing innovation/challenging goals with feasibility/solutions
- **To produce a good first project structure**
 - ✦ Identify the objectives and the way/tools/process/plan to achieve them
 - ✦ Perform a rough cost estimation for each activity
- **To build the team**
 - ✦ Look for the BEST partners (motivation and financial support) able to play the requested roles within the estimated costs
 - ✦ Put together research ist., businesses, and actors of the value chain.
 - ✦ Perform a coverage analysis, then shape once again the consortium and the project, taking into account real measures
- **To focus on convergence of contributions, meeting of field interests in the project structure, even by forcing partners to search integration, in order to meet the primary objectives of the project, since the very first proposal writing step.**

When shaping, during the negotiation, always....



- **To break down and give full details of your project by specifying each single activity with less than 15 MM per year**
- **To keep together the detailed objectives proposed by partners with the general project objectives. What is not strictly necessary has to be taken out at every step...**
- **Management:**
 - **To keep the project decision board as light as possible**
 - **To delegate responsibility only to highly skilled, motivated and active people**
 - **To be supported by a detailed and strong Consortium Agreement**
 - ✦ No power, no management
 - **To be correct and transparent to every partner, only marginally flexible**
 - **To grant priority to one activity over another, while assigning in advance precise scheduling; the recovering has to be planned in advance, don't wait to take decisions**

- **Control and monitor Consortium partners via:**
 - ♣ Metrics at level of Tasks, subWP, WP
 - ♣ Metrics on the access of the internal www pages
 - ♣ Data Collection Form bimonthly, incremental reporting
 - ♣ Metrics values every 2-3 months
 - ♣ Definition in advance of reference values for metrics, so as to compare efficiency and conditions
- **A real adaptable Kick Off:**
 - ♣ Different speed up for partners
 - ♣ Deadlines for all, scheduling with high res., measuring delays
 - ♣ Try always to push slower partners with personal/peer to peer
 - ➔ Meetings, conference call, telephone call, teleconference, etc.
 - ♣ Gradual distribution of responsibilities, only when the WP and subWP Managers are ready, reactive, etc.
 - ♣ Assess the Speed Up weekly with WEB and management metrics

Contact Information

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*Thanks for
your
attention!*

