Automating Production of Cross Media Content for Multichannel Distribution

www.AXMEDIS.org

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Overview

AXMEDIS

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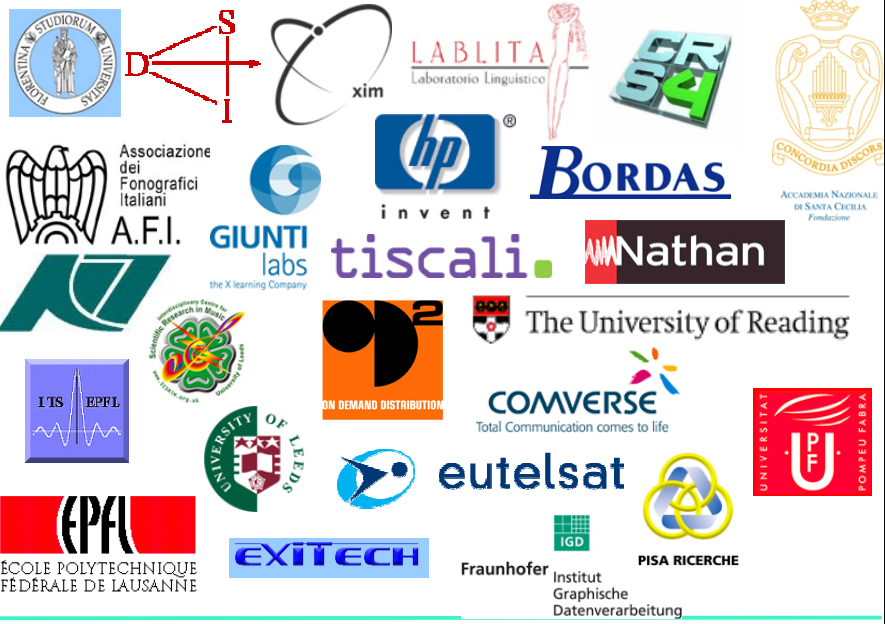
AMXEDIS Consortium



AXMEDIS Consortium in details

1	Dipartimento di Sistemi e Informatica, Università degli Studi di Firenze, DISIT Lab.	**DSI**	Italy
1bis	Second Major Department: Dipartimento di Italianistica, Università degli Studi di Firenze	**DIPITA**	Italy
2	ASSOCIAZIONE DEI FONOGRAFICI ITALIANI	**AFI**	Italy
3	FONDAZIONE ACCADEMIA NAZIONALE DI SANTA CECILIA	**ANSC**	Italy
4	COMVERSE LTD	**COMVERSE**	Israel
5	ECOLE POLYTECHNIQUE FEDERALE DE LAUSANNE	**EPFL**	Switzerland
6	EUTELSAT S.A.	**EUTELSAT**	France
7	FRAUNHOFER GESELLSCHAFT ZUR FOERDERUNG DER ANGEWANDTEN FORSCHUNG E.V.	**FHGIGD**	Germany
8	GIUNTI INTERACTIVE LABS S.R.L.	**ILABS**	Italy
9	HEWLETT PACKARD ITALIANA S.R.L.	**HP**	Italy
10	ON DEMAND DISTRIBUTION LIMITED	**OD2**	UK
11	TISCALI S.P.A.	**TISCALI**	Italy
12	FUNDACIO UNIVERSITAT POMPEU FABRA	**FUPF**	Spain
13	XIM LIMITED	**XIM**	UK
14	SOCIETA CONSORTILE A RESPONSABILITA LIMITATA CENTRO DI RICERCA, SVILUPPO E STUDI SUPERIORI IN SARDEGNA	**CRS4**	Italy
15	ACit - ADVANCE CONCEPTS FOR INTERACTIVE TECHNOLOGY GMBH	**ACIT**	Germany
16	SEJER REPRESENTING BOARDS AND NATHAN	**SEJER**	France
17	UNIVERSITY OF LEEDS	**UNIVLEEDS**	UK
18	THE UNIVERSITY OF READING	**IRC**	UK
19	CONSORZIO PISA RICERCHE	**CPR**	Italy
20	EXITECH srl	**EXITECH**	Italy

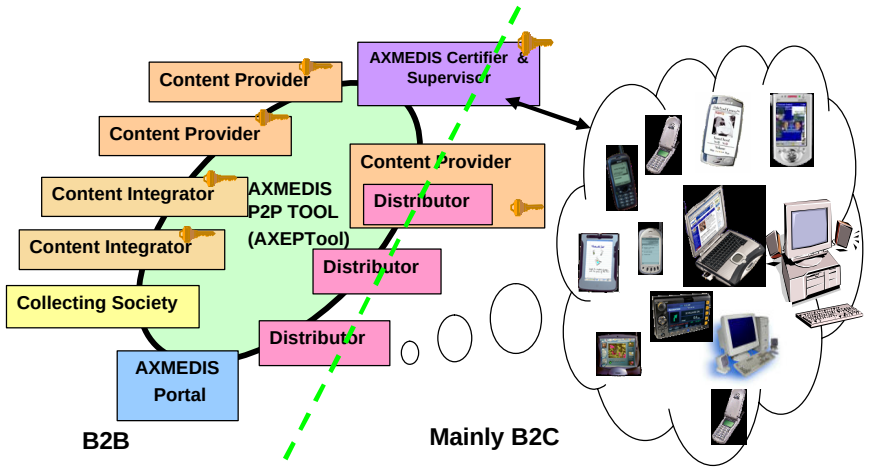
Main general Objectives

- Produce and distribute cross media content in protected manner, integrating B2B and B2C sides
- Allowing the content distribution and collaborative production at B2B level
- Create a unified European platform for content distribution in terms of DRM and interoperability
- Increase accessibility to the European audio visual content for its exploitation for entertainment, valorization, etc.

Main technical Objectives

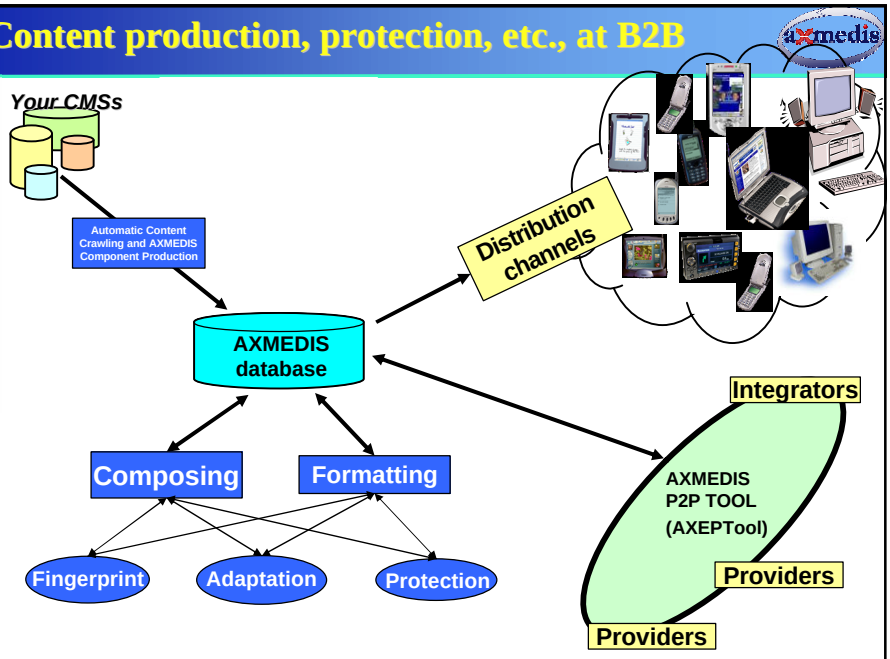
- reducing costs for content production and management by applying Artificial Intelligence techniques to content creation, representation (format) and workflow;
- reducing distribution and aggregation costs in order to increase accessibility with a Peer-to-Peer (P2P) platform at Business-to-Business (B2B) level, which can integrate content management systems and workflows;
- developing and providing new methods and tools for innovative and flexible Digital Rights Management (DRM), including the exploitation of MPEG-21 and overcoming its limitations and support different business and transaction models.
- Integrating present CMSs with AXMEDIS framework and tools
- Creating a technical AXMEDIS framework for all

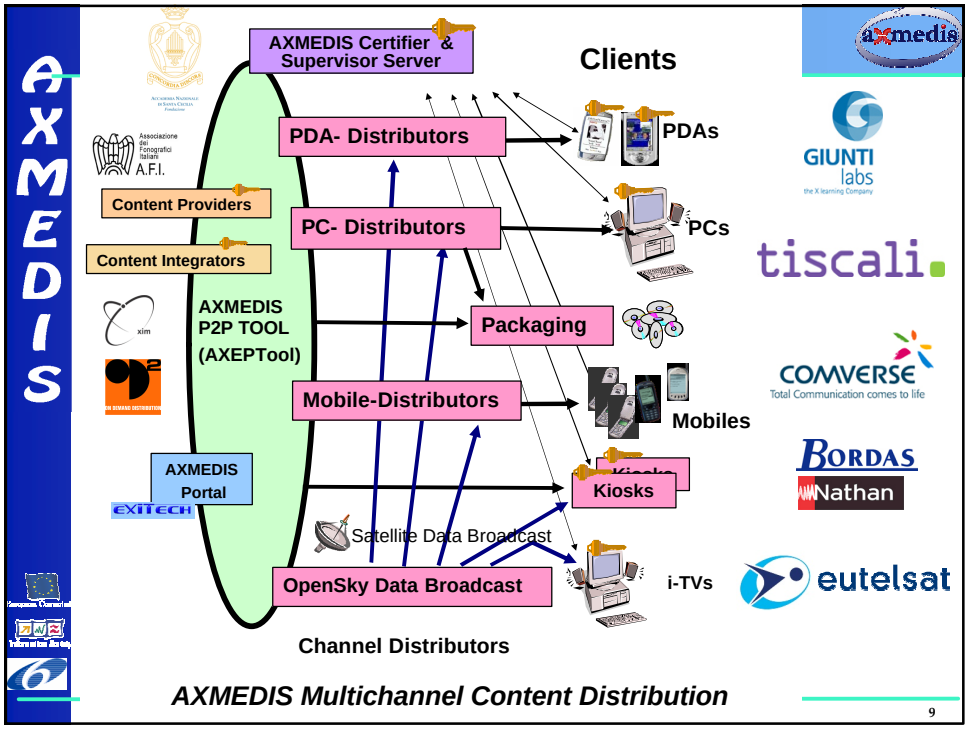
AXMEDIS General Architecture



AXMEDIS for B2B Cooperative Content Production

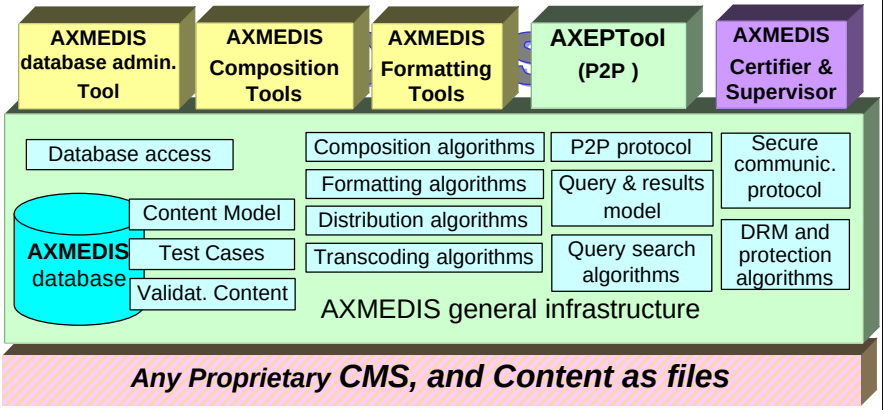
Content production, protection, etc., at B2B





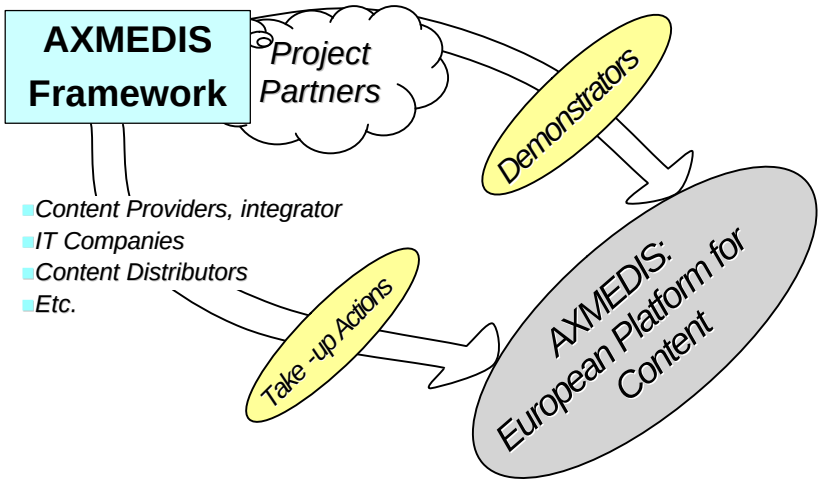
Basic Research on enabling technologies

to solve hardness and create the AXMEDIS framework for ALL:



AXMEDIS Framework

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



Business Opportunities

- **For ALL and for Content Provider/Producers**
  - lower costs of production, protection, B2B distribution and promotion
  - simple and direct access at content coming from many content providers, integrators, etc., in easy manner,
  - exploitation of a multi-channel distribution
- **For Content Distributors/Mediators to have**
  - the possibility of defining several different business models adapting the distribution channel to the users needs and would
- **For Content Integrators and Multimedia Publishers to**
  - integrate cross media content and automatically managing rights for complex multimedia products
- **For Final user to get access to the same content on several platforms and locations, to have content at low price, etc.**
- **For Collecting Societies to have access at direct reports about the Content exploitation**
- **For IT companies to access at innovative technologies for content production and distribution, integrated environment**

Contact Information

- ***Paolo Nesi***

  University of Florence
  Distributed Systems and Internet Technology Lab
  Department of Systems and Informatics
  Email: nesi@dsi.unifi.it
  www: http://www.AXMEDIS.org

Thanks for your attention!