



**AXMEDIS Overview**  
**June 2008**

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<http://www.axmedis.org/>  
version 1.4

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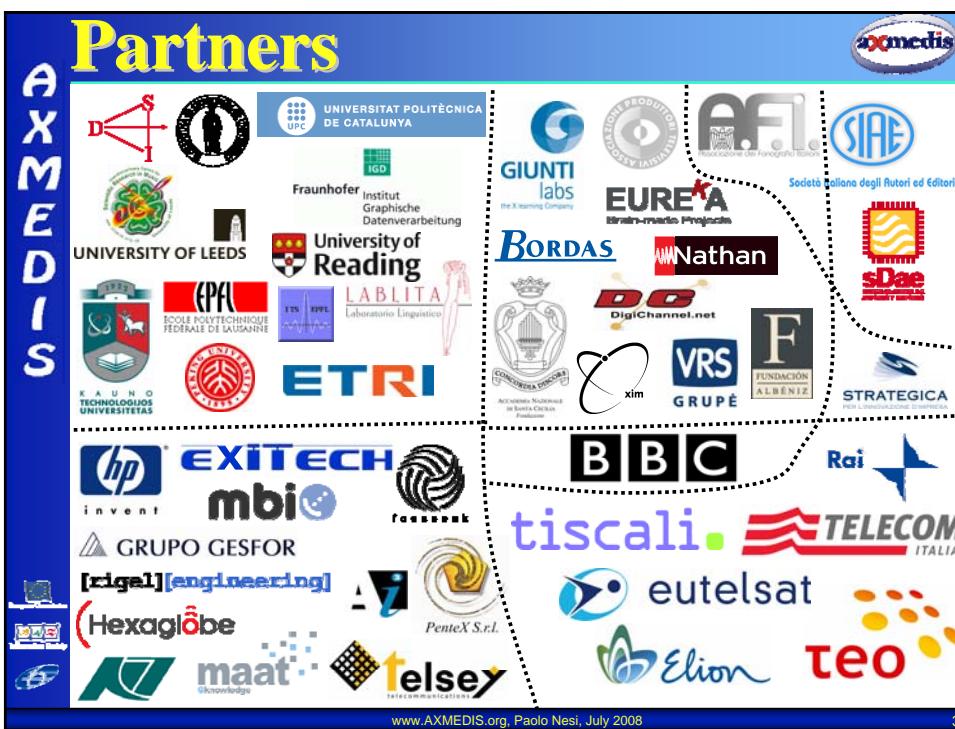
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## Partners



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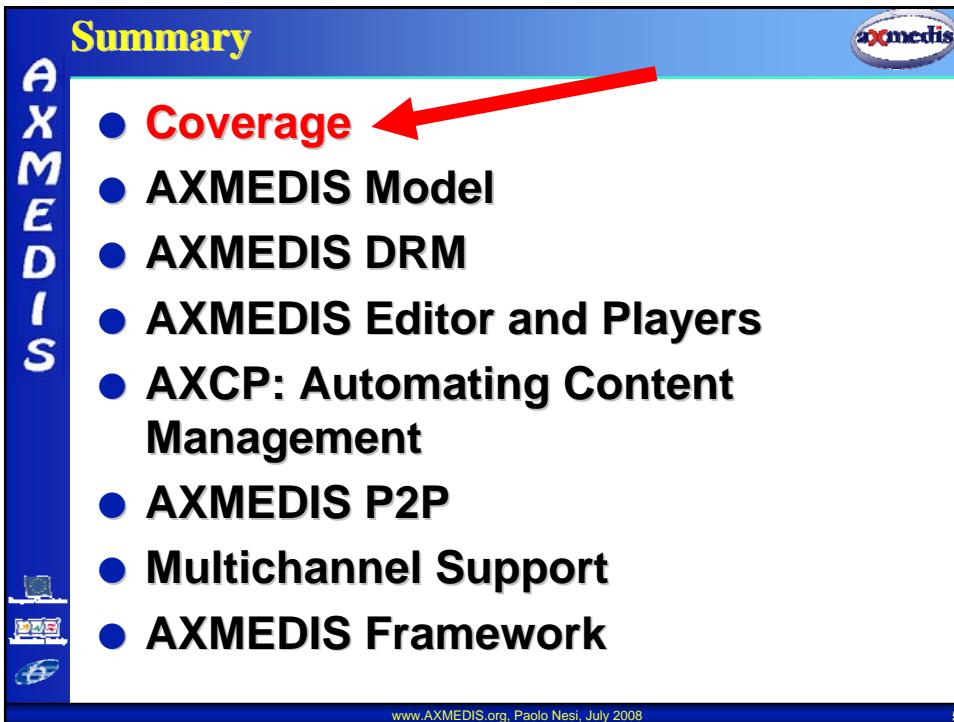
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## Growing and numbers

- **AXMEDIS started in Sept 2004 with fewer partners**
  - ◆ GIUNTI, TISCALI, EUTELSAT, HP, AFI, SEJER, etc.
  - ◆ Univ. Florence, Univ. Leeds, FHG, Univ. Politecnica Catalogna, Univ. Reading, etc.
- **Added 10 more partners in the December 2006:**
  - ◆ BBC, TEO, ELION, TI, SDAE
  - ◆ MBI, VRS, KTU, ETRI, PKU
- **Added Affiliated partners:**
  - ◆ SIAE, PENTEX, GESFOR, MAAT-G, FIA, RIGEL, HEXAGLOBE, Focuseek, AI2, TELSEY, RAI, EUREKA, APT...TelcomBretagne
- **Now from the web portal**
  - ◆ Several trials and show cases
  - ◆ technical documents and tools
  - ◆ Millions of accesses and downloads

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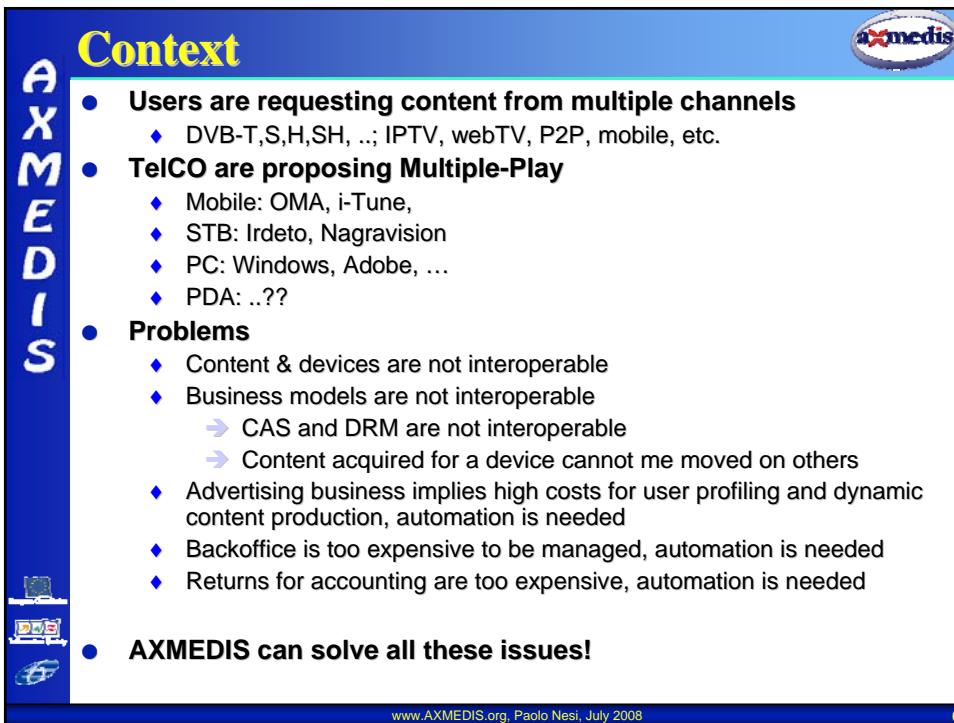


**Summary**

- Coverage 
- AXMEDIS Model
- AXMEDIS DRM
- AXMEDIS Editor and Players
- AXCP: Automating Content Management
- AXMEDIS P2P
- Multichannel Support
- AXMEDIS Framework

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**Context**

- Users are requesting content from multiple channels
  - ◆ DVB-T,S,H,SH, ..; IPTV, webTV, P2P, mobile, etc.
- TelCO are proposing Multiple-Play
  - ◆ Mobile: OMA, i-Tune,
  - ◆ STB: Irdeto, Nagravision
  - ◆ PC: Windows, Adobe, ...
  - ◆ PDA: ..??
- Problems
  - ◆ Content & devices are not interoperable
  - ◆ Business models are not interoperable
    - ➔ CAS and DRM are not interoperable
    - ➔ Content acquired for a device cannot be moved on others
  - ◆ Advertising business implies high costs for user profiling and dynamic content production, automation is needed
  - ◆ Backoffice is too expensive to be managed, automation is needed
  - ◆ Returns for accounting are too expensive, automation is needed
- AXMEDIS can solve all these issues!

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**New integrated technologies are needed**




**Needs:**

- **More attractive formats**
- **Evolved Formats with a certain intelligent**
  - ◆ Proactive content
  - ◆ Interoperable Players
- **Systems for automated production**
  - ◆ Prod. on demand, VOD, personal advertising,
  - ◆ managing UGC,
  - ◆ managing rights and CAS, etc.
- **Efficient automated distributions systems**
  - ◆ Multichannel
  - ◆ Controlled P2P
- **multi DRM, interoperable DRM and CAS**



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**Innovations**



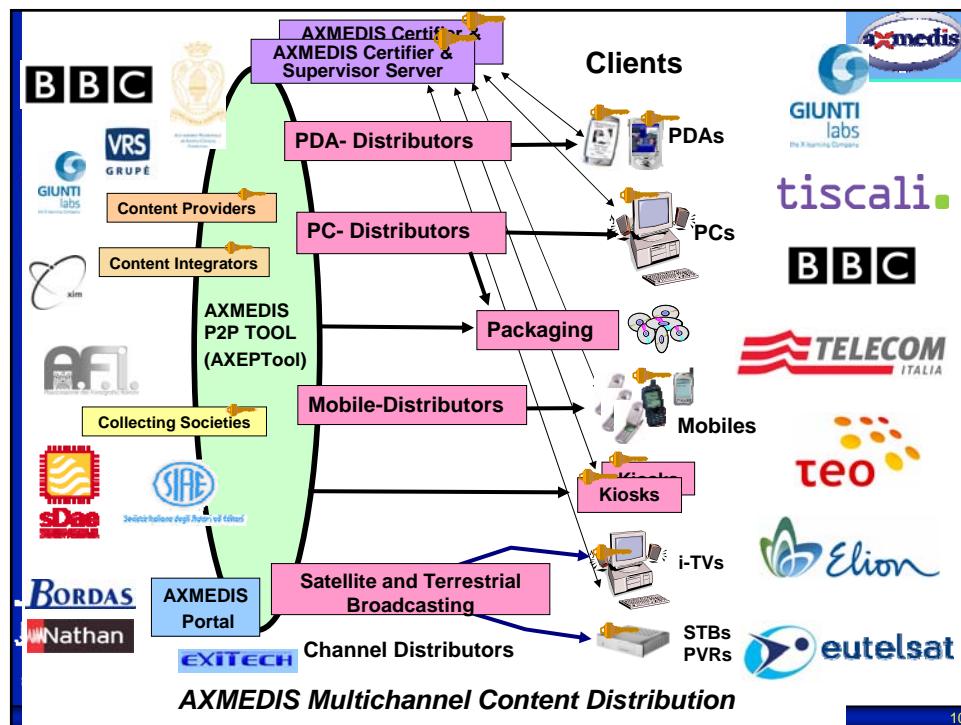
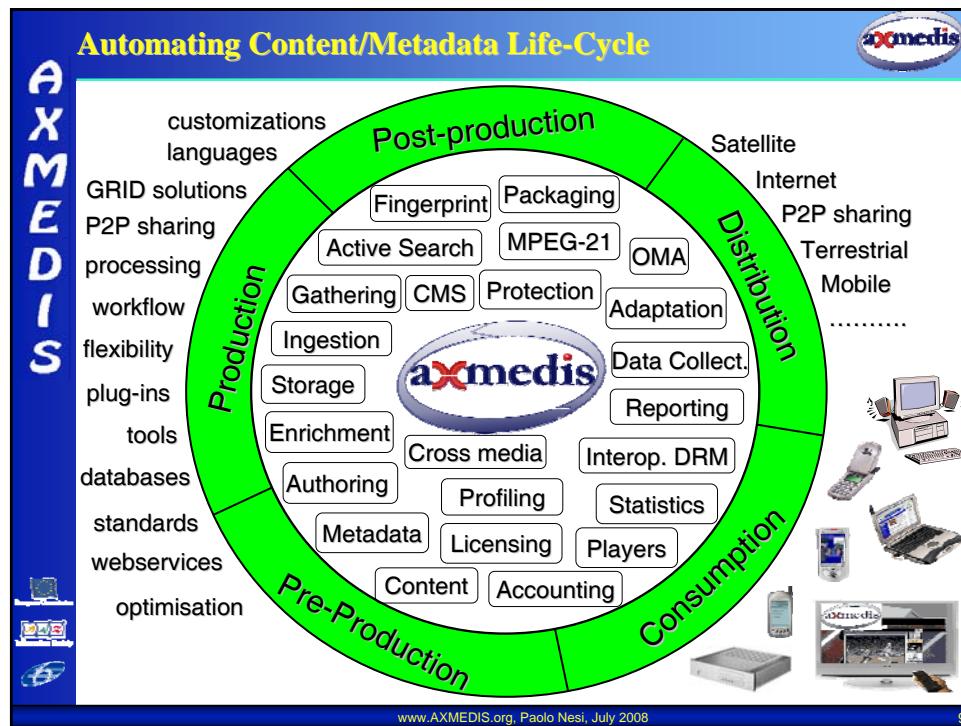


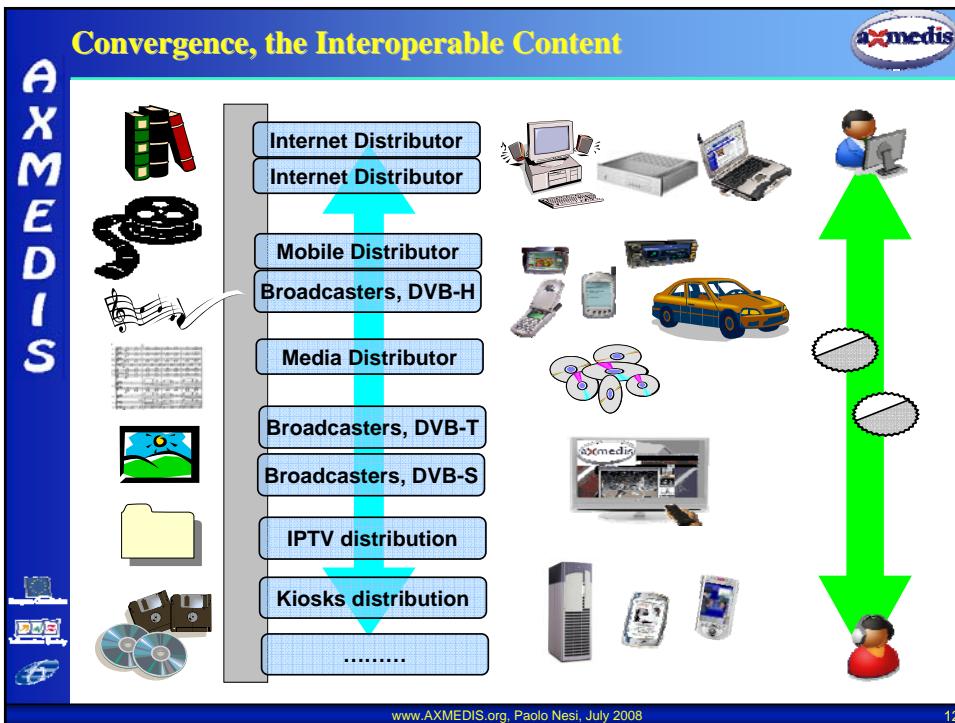
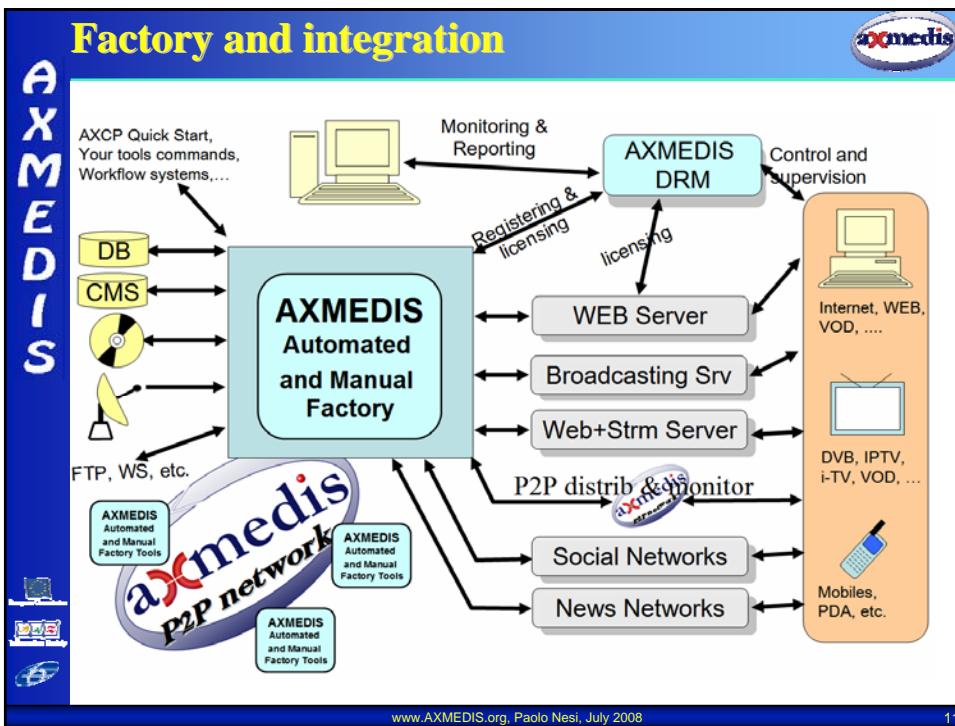
- **New models, methods and tools for:**
  - ◆ *interactive*: from multimedia → to cross media
  - ◆ *intelligent*: active and proactive with users
  - ◆ *interoperable*: devices, DRMs, and formats
- **Cost reduction, via**
  - ◆ Automated Content Management:
    - production, processing, protection and multichannel distribution
  - ◆ Workflow+processing+DRM
  - ◆ Integration of B2B/B2C rights management activities
  - ◆ Secure/Legal P2P for content distribution
    - B2B and B2C
- **AXMEDIS Framework open to all**



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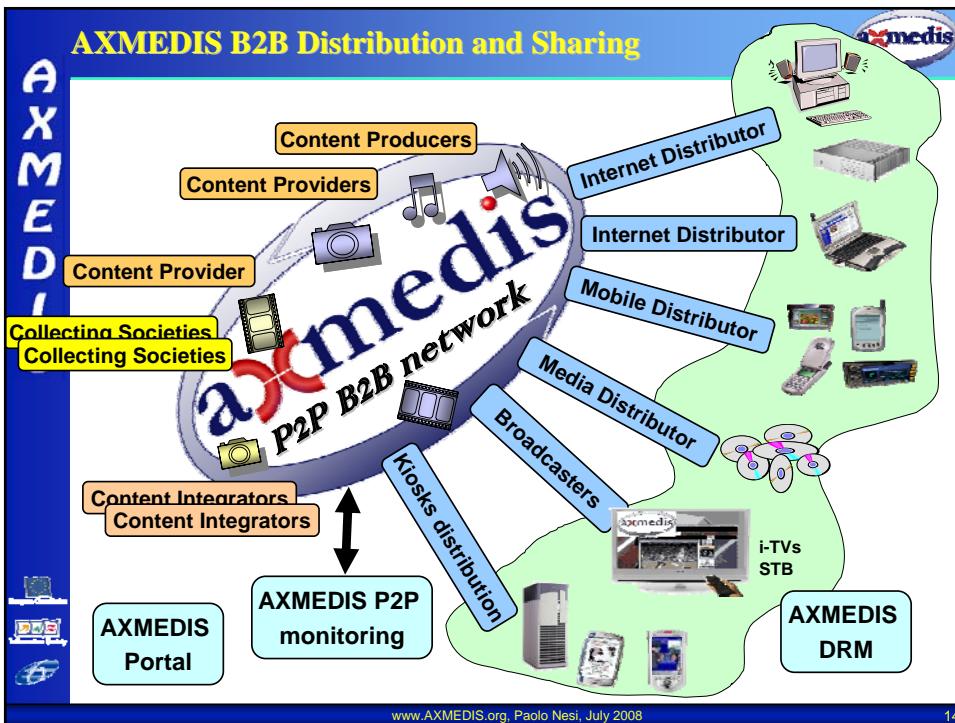
## Major Tools

**AXMEDIS**

- **Players for cross media content:**
  - ◆ PC, PDA, STB, mobiles, etc.
- **Tools for DRM and protection**
- **Content Production tools**
  - ◆ Authoring tools for cross media content: AXMEDIS Editor
    - for content, protection and licenses
  - ◆ Automated production tools for content, protection packages and licenses: AXCP, Workflow
  - ◆ CMS: search and retrieval, automated connection with your own and/or third parties CMSS
- **Content Distribution**
  - ◆ P2P tools for B2B and C2C in a controlled and safe/legal manner: AXEPTool, AXMEDIA
  - ◆ User and tool Registration portals
  - ◆ Certification authority, AXCA
  - ◆ License Server and Certifier and Verificator, PMS/AXCS
  - ◆ Scheduling: Program and publication, Workflow, etc.
  - ◆ Distribution Portal
  - ◆ Content acquisition portal for end user production

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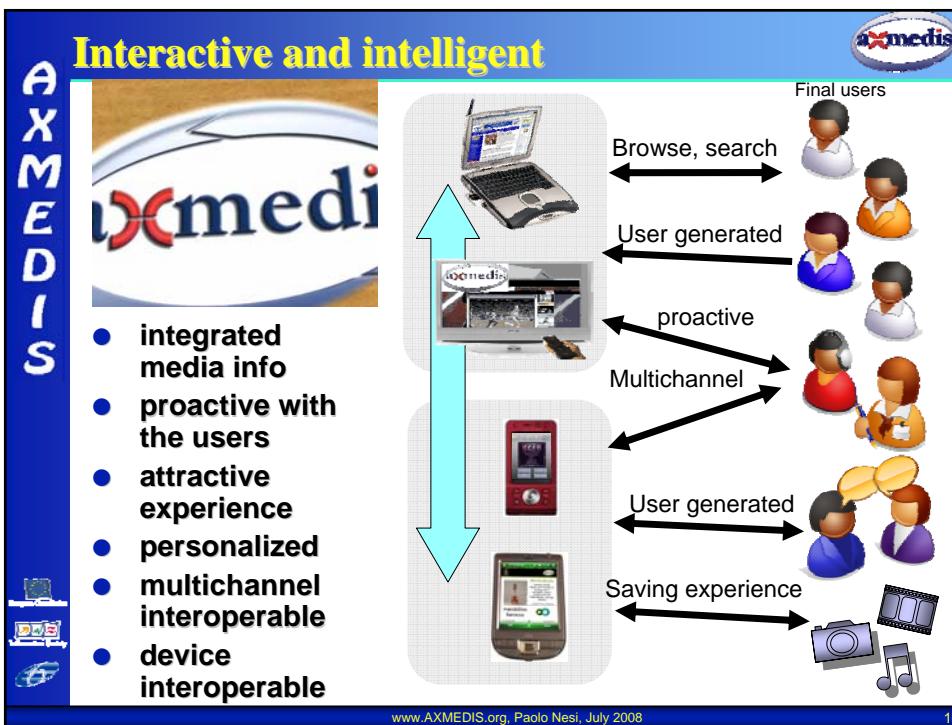
**Summary**

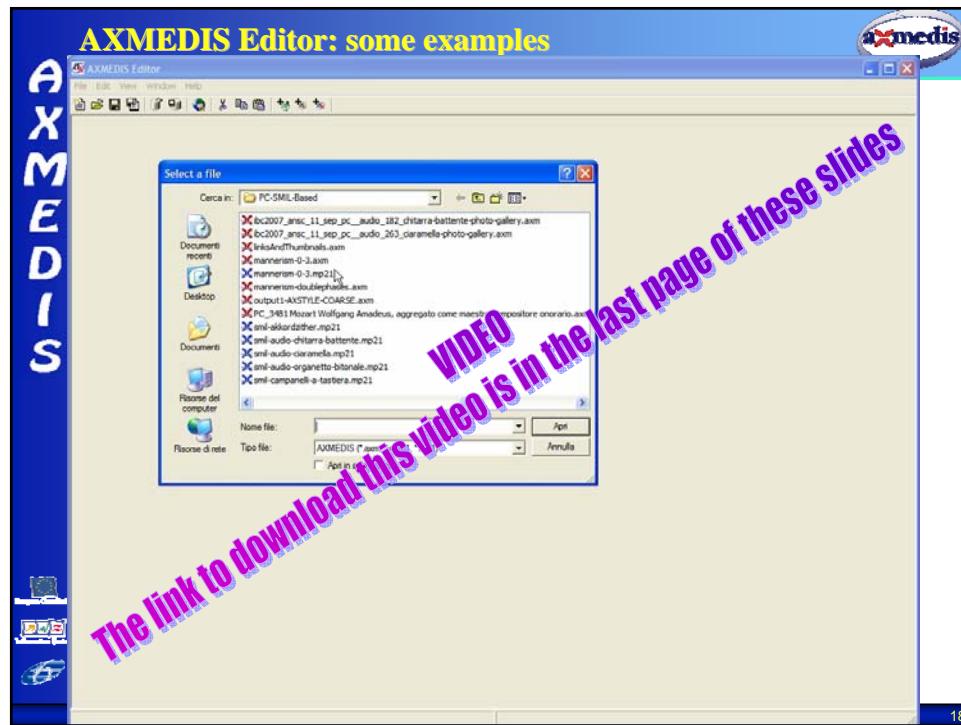
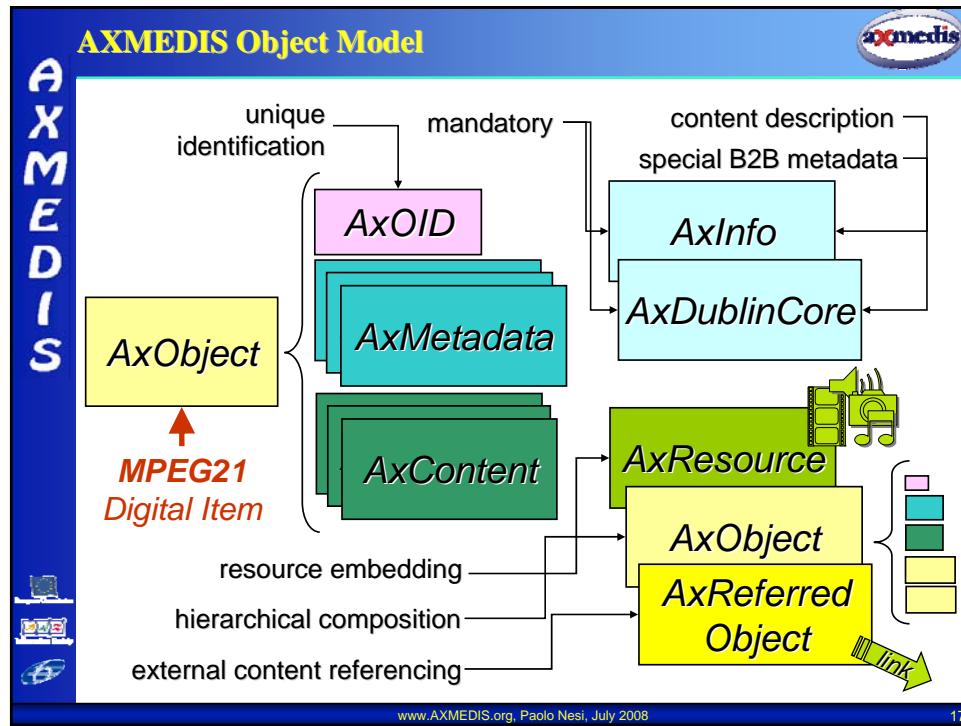


**AXMEDIS**

- Coverage
- **AXMEDIS Model**
- AXMEDIS DRM
- AXMEDIS Editor and Players
- AXCP: Automating Content Management
- AXMEDIS P2P
- Multichannel Support
- AXMEDIS Framework

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**An example to wrap it all up**

The diagram illustrates the integration of AxInfo and DublinCore metadata for two different media types: a Music Album and a Backstage Video.

**Music Album:**

- AxInfo:**
  - Rights Owner
  - Producer
  - Distributor
- DublinCore:**
  - Title
  - Genre
  - Authors
- Other Descriptions (e.g. MPEG7):**
  - Album Cover (Image, Author, Size)
  - Resource (JPG image)
  - Bonus video
  - Referred Object
- Album Tracks:**
  - Rights Owner
  - Producer
  - Distributor
  - Audio collection (Time length)
  - mp3 (5 tracks)

**Backstage Video:**

- Rights Owner**
- Producer**
- Distributor**
- Subtitles Languages**
- Playing time**
- Resolution**
- Resource (MPEG2 Video)**

**• Metadata will be always accessible for indexing and querying**

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**NewsML**

The diagram shows the hierarchical structure of NewsML:

```

graph TD
    NewsML --> NewsItem1[NewsItem]
    NewsML --> NewsItem2[NewsItem]
    NewsItem1 --> NewsComponent1[NewsComponent]
    NewsItem1 --> NewsComponent2[NewsComponent]
    NewsComponent1 --> ContentItem1[ContentItem]
    NewsComponent2 --> ContentItem2[ContentItem]
  
```

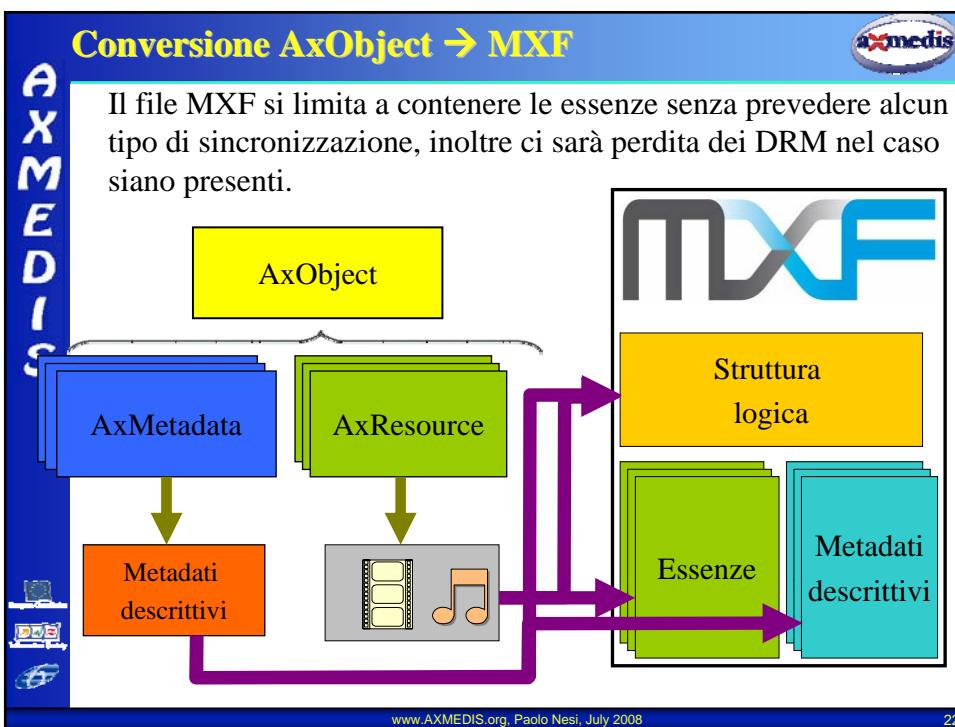
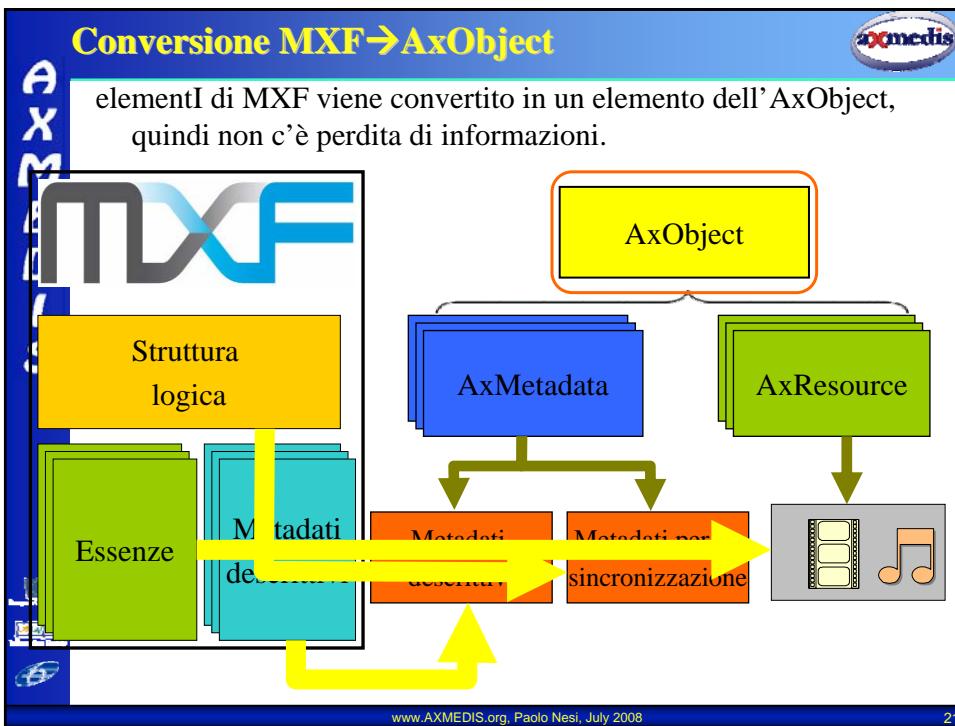
**target.axm - AXMEDIS Player**

The screenshot of the AXMEDIS Player interface shows the following tree structure:

- Object []
  - AXOID [urn:axmedis:00000:obj:ebe8be2e-16b-48e3-bf79-7]
  - Object []
    - AXOID [urn:axmedis:00000:obj:abffd6a2-d52e-4f6b-a93]
    - Dublin Core
    - Resource [News0.html]
    - Resource [Prime Minister's Questions in the House of C]
    - Resource [David Cameron1.jpeg]
    - Resource [David Cameron2.jpeg]
  - Object []
    - AXOID [urn:axmedis:00000:obj:04422853-98cb-452e-b]
    - Dublin Core
    - Resource [News1.html]
  - Object []
    - AXOID [urn:axmedis:00000:obj:e434af8-7cc-47d4-b]
    - Dublin Core
    - Resource [News2.html]
    - Resource [Patricia Hewitt 0.jpeg]
    - Resource [Health Secretary Patricia Hewitt 1.jpeg]
    - Resource [NHS logo2.jpeg]
  - Object []
    - AXOID [urn:axmedis:00000:obj:fe50e954-2b67-4615-ac]
    - Dublin Core
    - Resource [News3.html]

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**AXMEDIS Cross Media Content**



- Any content inside a package:
  - ◆ Mix of: HTML, SMIL, MPEG-4, video, audio, text, Documents, images, actions, games, animations, etc.
  - ◆ Additional content and interactivity for the end users
  - ◆ compliant and extending MPEG-21
- AXMEDIS Intelligent content allow user/producers to
  - ◆ create content for other devices: ringtones, mobiles, ...
  - ◆ support social activity
    - annotations
    - user generated content
    - personal collections
  - ◆ internal query
  - ◆ customized for culture and language



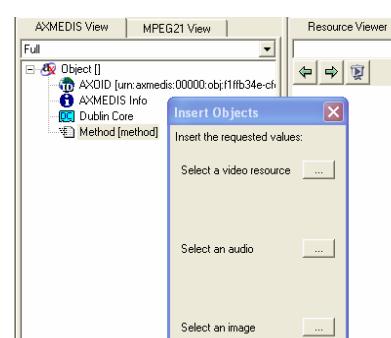
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**Intelligent Content**



- From buttons and events to actions
  - ◆ HTML, SMIL, Flash may activate AXmethods
- HTML forms to collect user inputs
- AXMethods intelligence in Extended javascript
  - ◆ AXCP functionalities: ingestion, content processing, transcoding, database access, licensing, mailing, save/load, profiling, etc.
  - ◆ communication, monitoring, reporting events, etc.
  - ◆ content production, migration (from PC to PDA) and protection
  - ◆ coding presentations, sliding, sequences
  - ◆ educational intelligent content
  - ◆ non linear story telling
  - ◆ collecting user content
  - ◆ Internal search
  - ◆ Annotations (future)
  - ◆ autorun
- Future:
  - ◆ collaborative communications
  - ◆ cameras connections
  - ◆ etc.



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**Interoperability among devices**

- **interoperability among devices, e.g., getting**
  - ◆ a video for the TV and reproducing it on mobiles, PC, etc.
  - ◆ an MP3 audio track and using as ringtone in the phone, reproducing it on the car stereo, or in the living room, passing to a friend.
  - ◆ a guide in a museum for his mobile/PDA, using there, and passing and playing it at home on the TV set and/or on the PC
  - ◆ Making annotations on a video and pass to a friend, ...
  - ◆ ....
- **Buy once to use on all**
  - ◆ According to the business model
  - ◆ Via different DRM models and tools

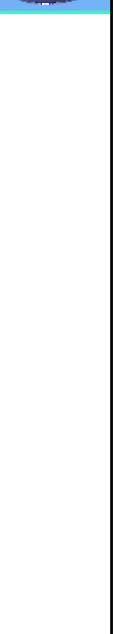


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**An example of REL statement**

Condition = November 2003

Resource = Ocean Wilds

Right = Play

- Rosy can Play 3 times the Ocean Wilds in November 2003.

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**Managing License Chain, B2B and B2C**

- Alice states** "Bob has the right to issue a license to anyone to print the book in Italy"
- Bob states** "Carl has the right to print the book in Italy"
- To solve the SubSubLicense for Carl all the connected Licenses are needed
- Licenses have to be accessible on Processing Engine
- Alice can revoke the license to Bob

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The Licence Maker Wizard, an AXMEDIS obj

DRM Model Editing

Creation of mother license and end user license

Home Settings Sat, 05 Jul 2008 20:11:42 GMT

Password: [ ]

Business Model:  
 pay per use forever  
 pay per play  
 pay per play, constrained

Grant: [ ]

Amount: [ ]

Object Creator ID (AXCID): Creator ID

Object Distributor ID (AXDID): [ ]

End User ID (AXUID): [ ]

Object ID(AXOID): [ ]

Options:  
 Only Mother License  
 Only End User License  
 Both Licenses

Issue license

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Cross media content and composition

- AXMEDIS objects can be used as components for creating other added values AXMEDIS objects
  - Allowing the production added value object for composition or integration of protected content
    - Who is composing can add its own protection and licensing
  - Allowing the Rights Management Of Composition, in the digital world similarly at what is performed in the physical world
  - The shares along the value chain are de facto formalized

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**Make easier the B2B market of digital content**

**A  
X  
M  
E  
D  
I  
S**

- PAR: Potentially Available Rights into AXMEDIS objects
- The PAR can be used to make queries
  - ◆ PARs based content trading, Customers may know directly which rights they could buy and by who
  - ◆ PARs may be used to harmonize and automate B2B and B2C

Content Producers  
Content Integrators  
Collecting Societies  
axmedis  
P2P B2B Network  
Distributors  
Distributors

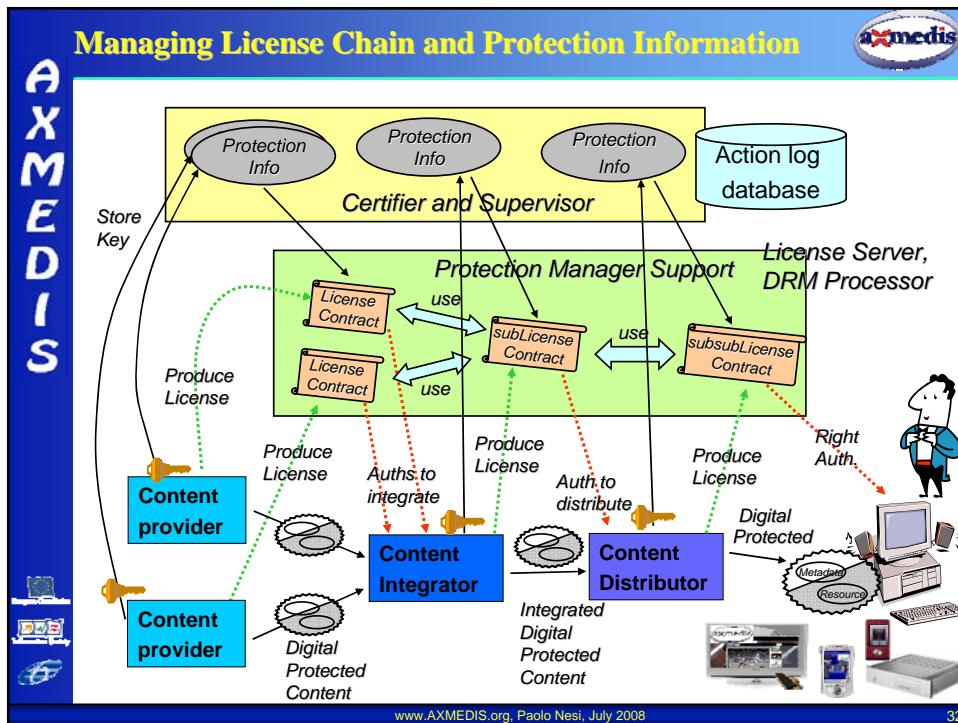
Controlled P2P network

PAR

♦ Audio tracks of Bocelli for Audio broadcasting for June 2008 in Germany?

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## DRM and Domain Management

- Users are strongly interested in acquiring a content to be used in their domain in which they have their
  - ◆ Home devices, cars, mobiles, etc.
- Media Centers and/or Home Servers are going to manage content and licenses for the whole domain
  - ◆ One license for all devices and people

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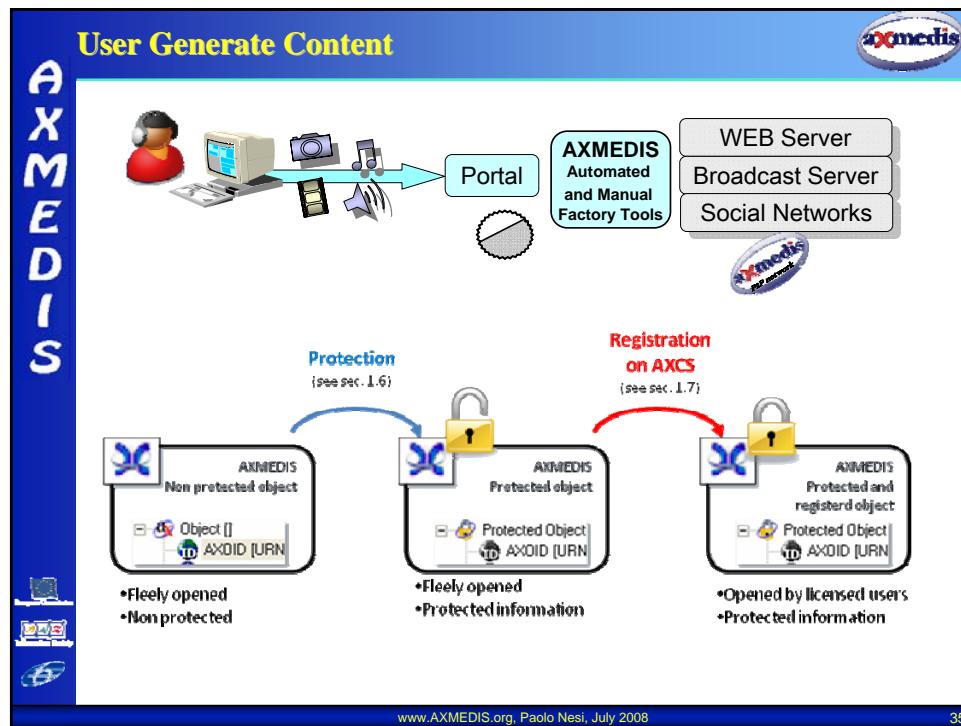
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## Tracking and monitoring Exploitation of Rights

- Different reports and statistics for different roles
  - ◆ Reports on licensing and on the consumption/exploitation of rights
- REL and Composition enforce flexibility in business and transaction models, multiple models for the same channel
  - ◆ Pay per play, all you can eat, subscription, etc. etc.

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**Market solutions**      **viz**      **AXMEDIS**

Business Models      Larger number of Business Models

B2C DRM      B2B, B2C, B2B2C DRM solution

Proprietary / Standard DRM and model      Standard DRM: MPEG-21, OMA, etc.

Non interoperable DRM      Allowed Interoperable DRM: MPEG-21, OMA, etc.

Fixed/Flexible Protection Model      Any Protection Model, key, algorithms, etc.

Separation among Content and license      Separation among Content and license

Signed Content Header      Signed Content AXINFO, any Metadata

Channel distribution      Multichannel with the same license

Players and Devices      Players and Devices: PC MS-Windows, PDA Windows Mobile, STB, Linux OS, Apple MAC (in progress), Java Mobiles

License Proprietary:  
number of rights      Licenses MPEG-21 REL: Expandable dictionary, any type of rights, licenses OMA, domains

Authentication of Player      Authentication of device, user, domain, etc.

Revocation per Player      Revocation per device, user, etc,

Revocation per license      Revocation per license

Source code non accessible      Source Code Accessible

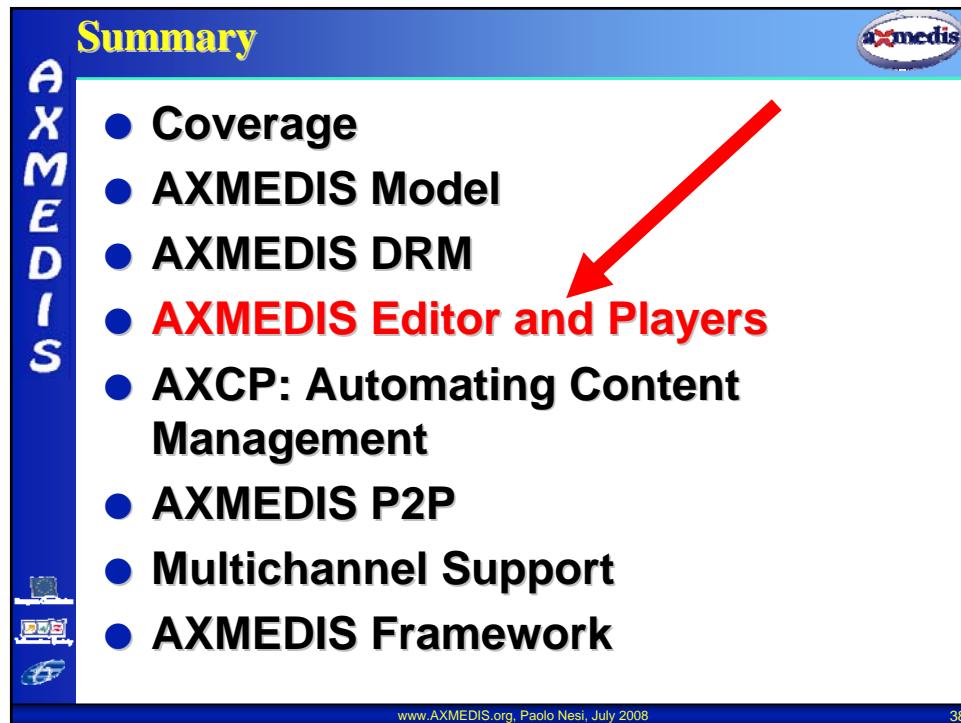
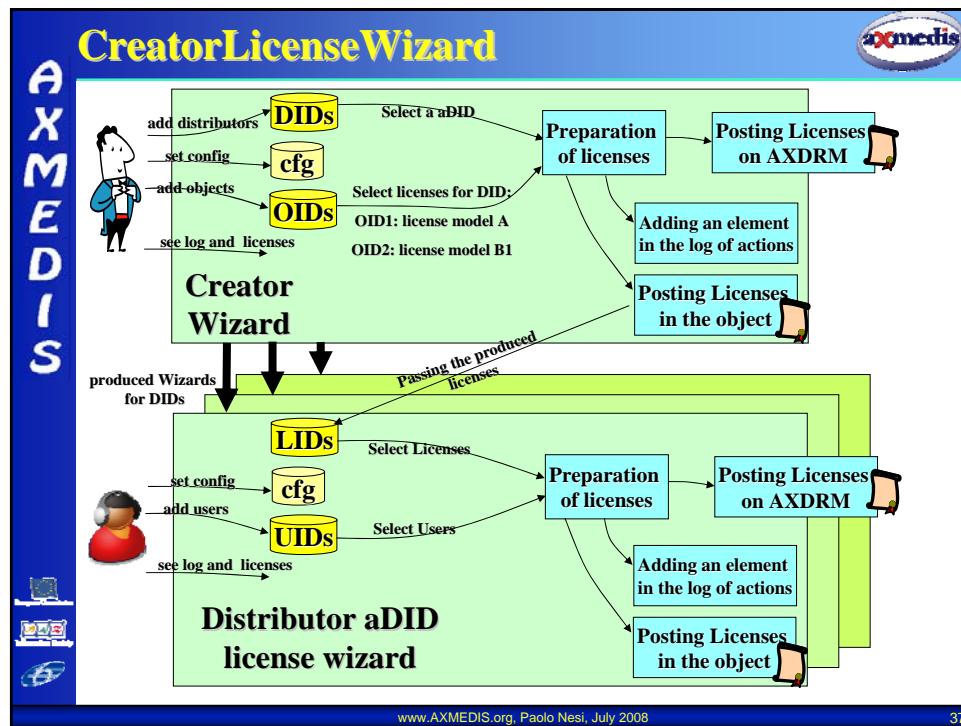
Limited Metadata      Any metadata, custom metadata, any ID, any Descriptor

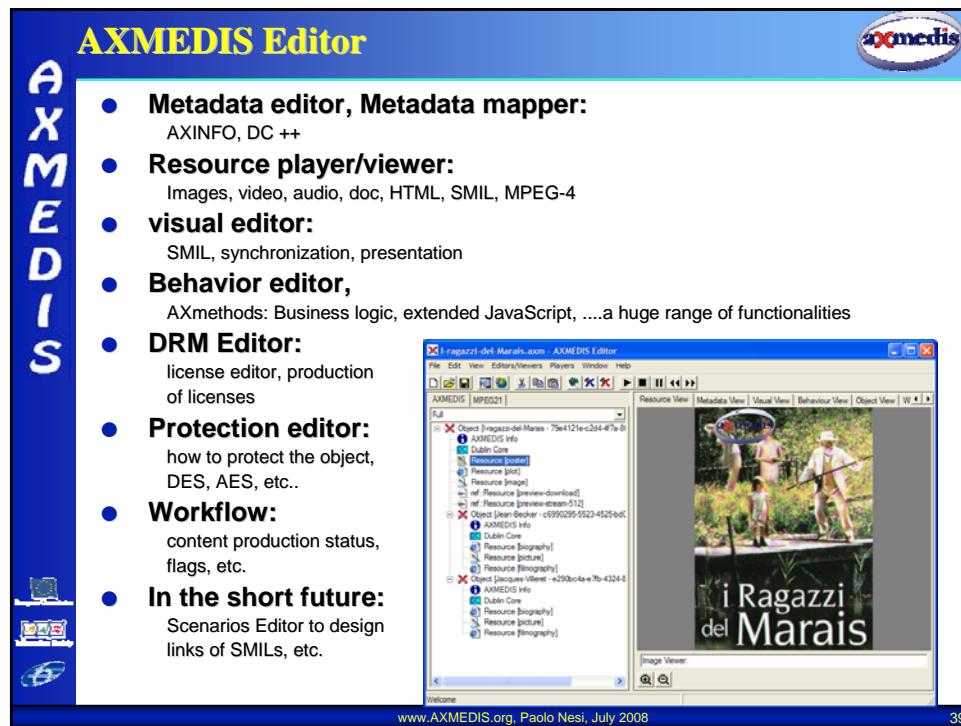
Media content, simple content, not intelligent      Any digital format, of any type: audio, video, image, games, doc, and Cross media: SMIL, HTML, MPEG-4,... INTELLIGENT content

Customizable Tools      Customizable Tools: servers and player clients

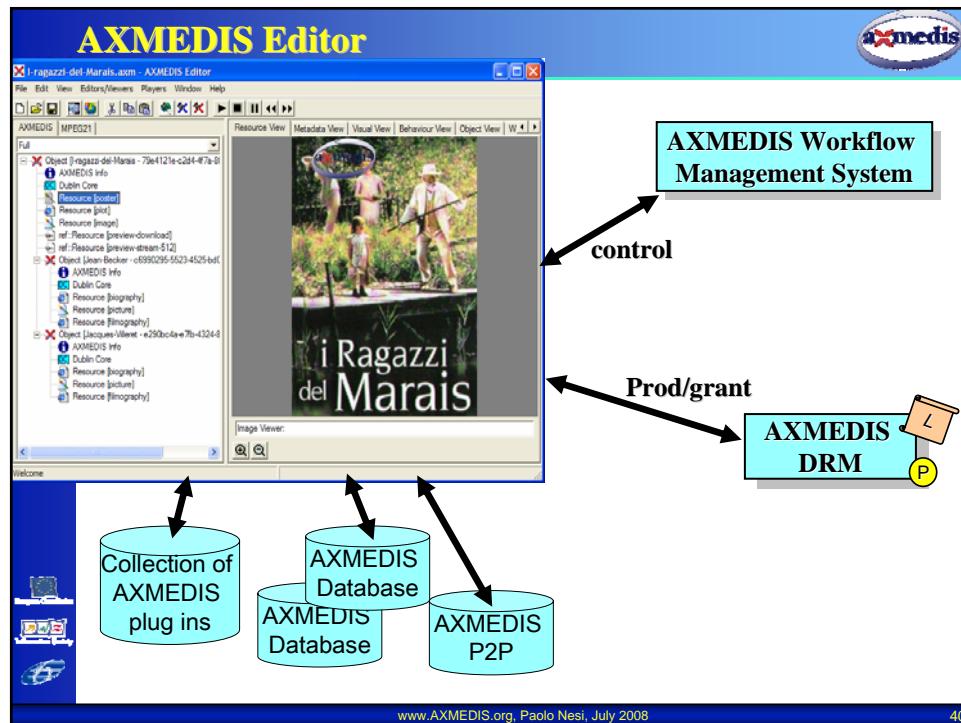
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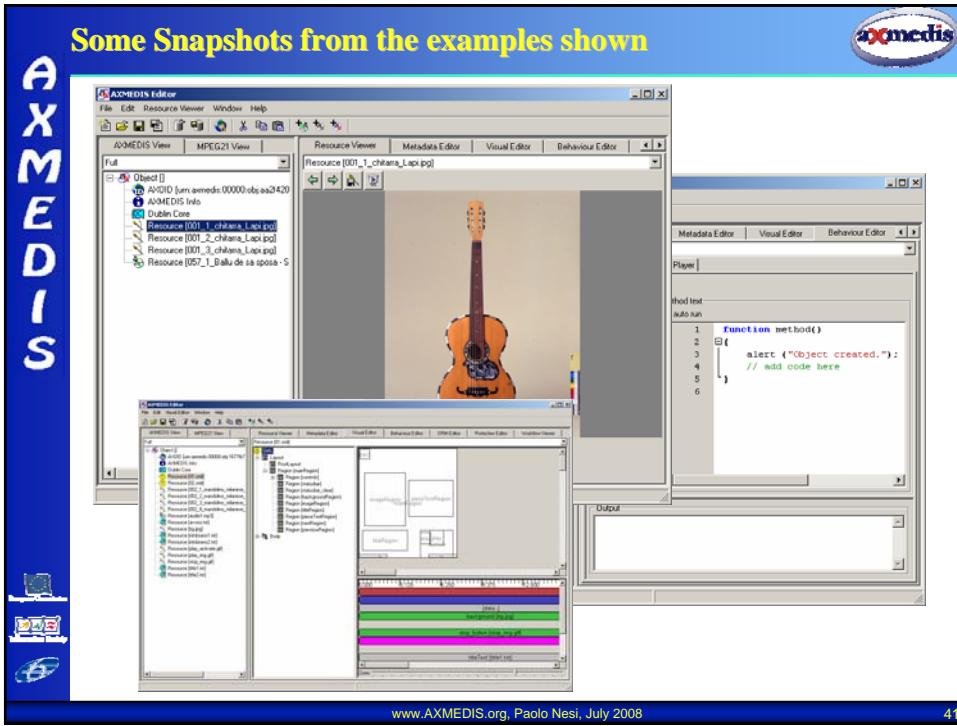




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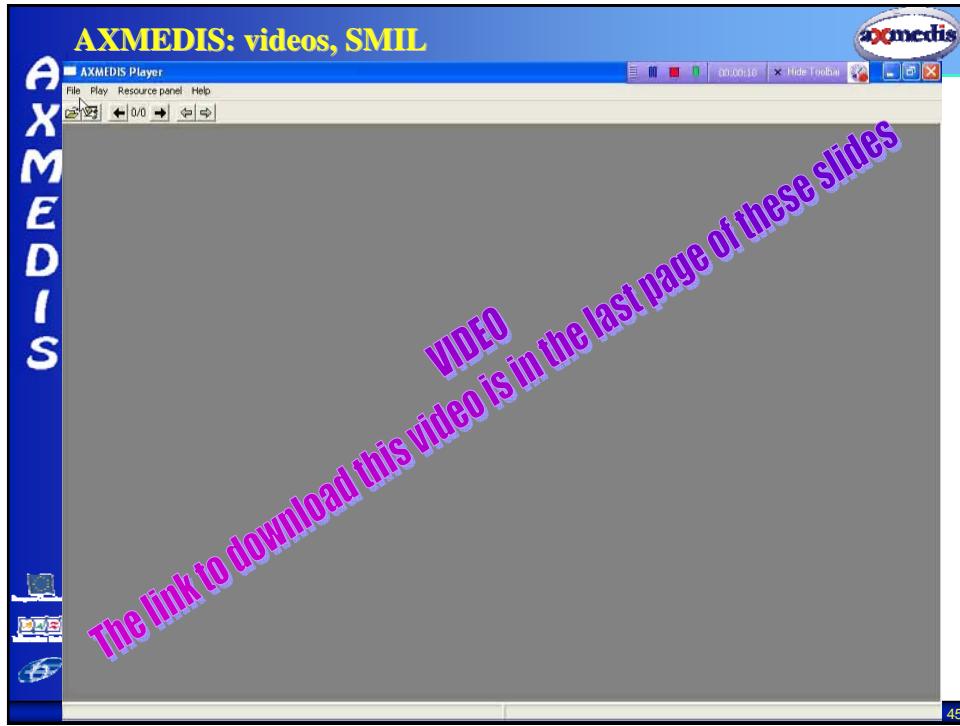
## Interoperable Players

- **PC players with full functionalities**
  - ◆ Stand Alone Player for Windows
  - ◆ Version with Replaceable skins
  - ◆ Active X Player for Windows, for:
    - Integrating player in Html pages
    - Microsoft Internet Explorer Browser
    - Macromedia tools Authorware
    - Realising customised AXMEDIS Players based on .NET
  - ◆ Plug for Mozilla Internet Browser
    - Integrating player in Html pages
    - Two different skins
- **PDA player:**
  - ◆ MPEG-4, SMIL, HTML
- **STB player:**
  - ◆ for IPTV
  - ◆ for DVB-S
  - ◆ MPEG-2, MPEG-4
- **Mobile player:**
  - ◆ A pure Java player will be ready for Feb 2008
  - ◆ SMIL support with Audio Visual, MMAP API of Java

The right side of the slide displays a collage of screenshots demonstrating the AXMEDIS Player's interoperability across different devices and platforms. It includes:
 - A screenshot of the player running on a PC desktop.
 - A screenshot of the player running on a PDA device.
 - A screenshot of the player running on a mobile phone screen.
 - A screenshot of the player running on a television screen, showing a painting.
 - A screenshot of the player running in a web browser window, showing a painting.
 - A screenshot of the player running in a mobile browser window, showing a painting.
 - A screenshot of the player running on a laptop screen, showing a painting.

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## Custom MM Players

- Multimedia Players
- Customizable for
  - ◆ Skin, multiple
  - ◆ Functionalities
  - ◆ Formats
  - ◆ Interface

**VARIAZIONI**

Chitarra battente

Botticelli

Botticelli

Botticelli

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**AXMEDIS Player for STB, PVR, Decoders, etc.**

AXMEDIS

Content  
1 101 VR Teaser 1.vip  
1 102 Ax MPEG-21.vip  
1 103 Ax DVBX.vip

AXMEDIS CONTENT BROWSER

SPORT FUNNY VIDEO ALL

Title: VRS teaser 4  
Subtitles: n/a  
Description: n/a  
Type: Funny video  
Identifier: secret camera  
Publisher: Rytis Ruzas  
Creator: n/a  
Language: Lithuanian  
Price: 0 EUR

State: Paused Position: 00:00:08 Length: 00:00:20

Play Hide status Full screen Seek Skip 10s Stop

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**STB with AXMEDIS tech**

**PDA and mobiles players**

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**AXMEDIS mobile player, java based**

**A X M E D I S**

- Progressive Download from HTTP
- AXMEDIS DRM with registration
- Browsing on Memory
- Java based
- Content: SMIL, images, video, audio, and text
- SMIL interactivity and presentation layer
- Menus and collections
- Chained AXMEDIS obejcts

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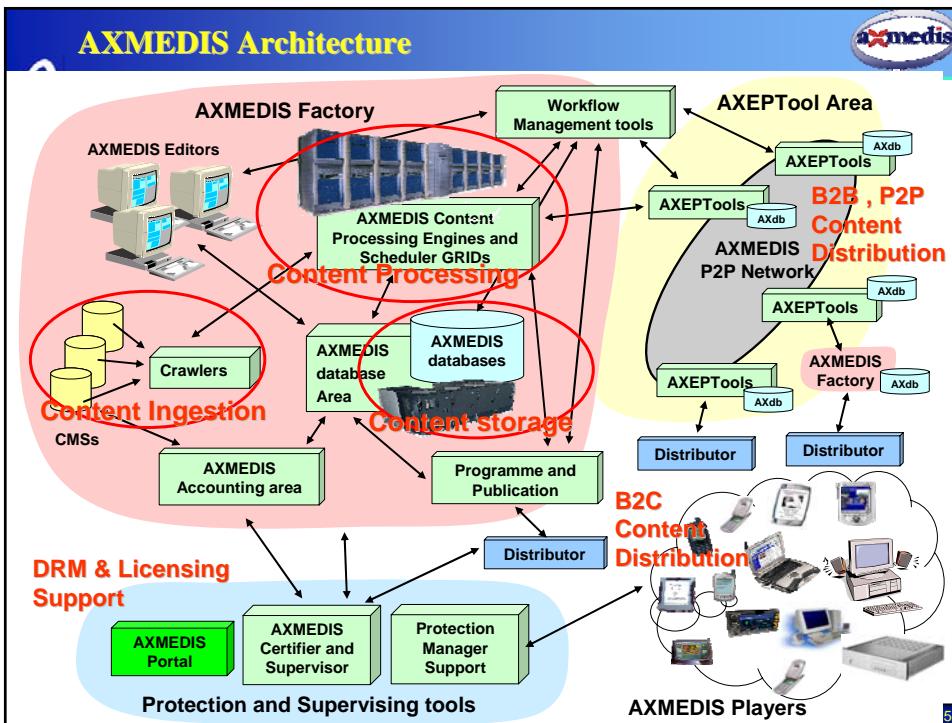
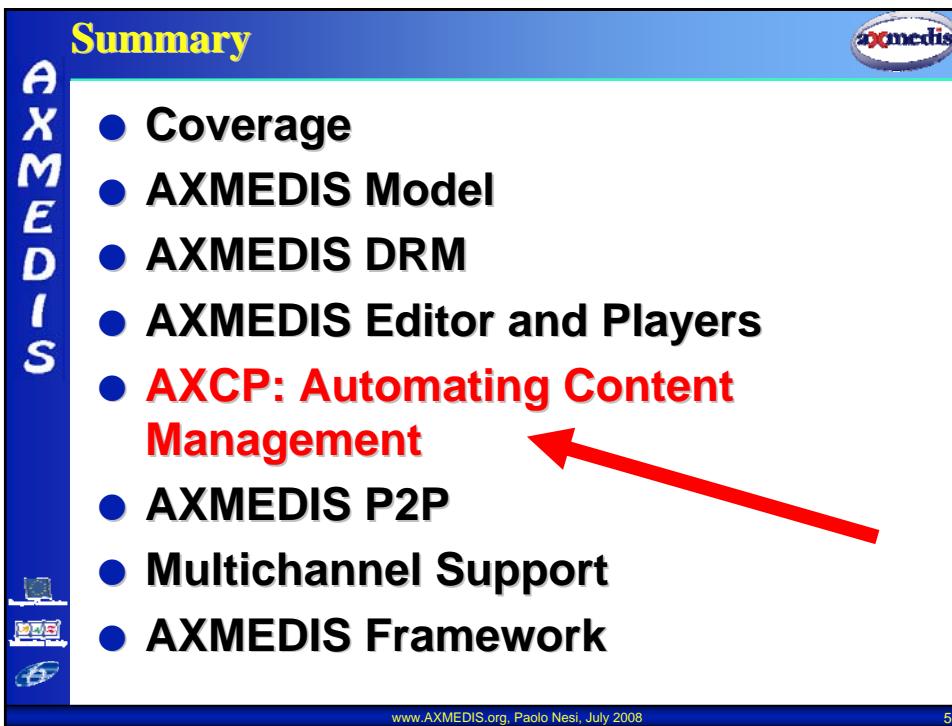
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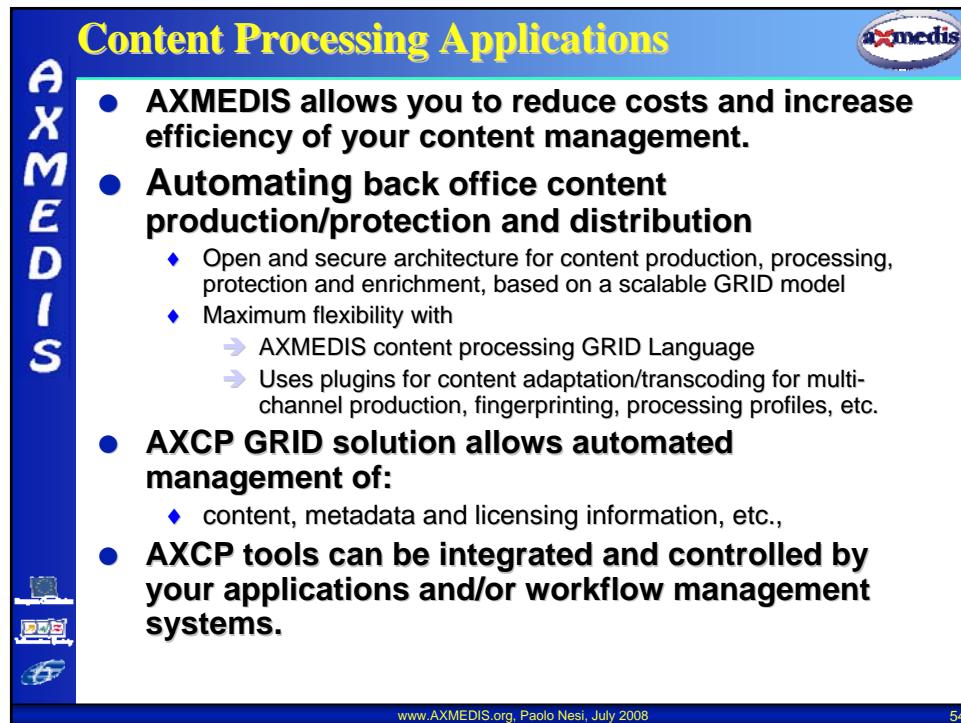
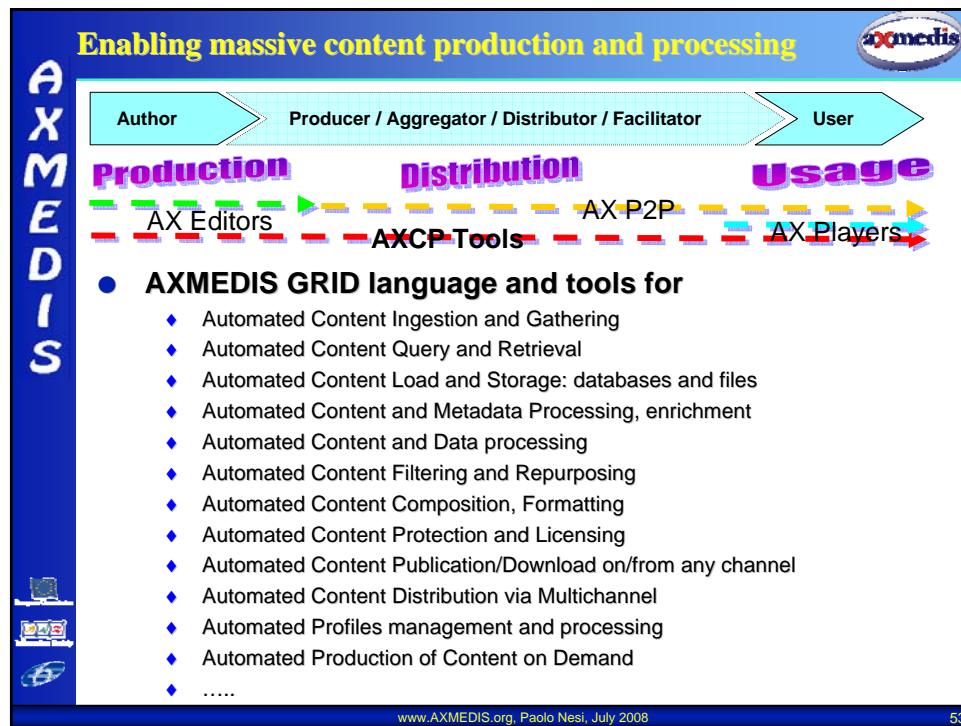
**Interoperable Players**

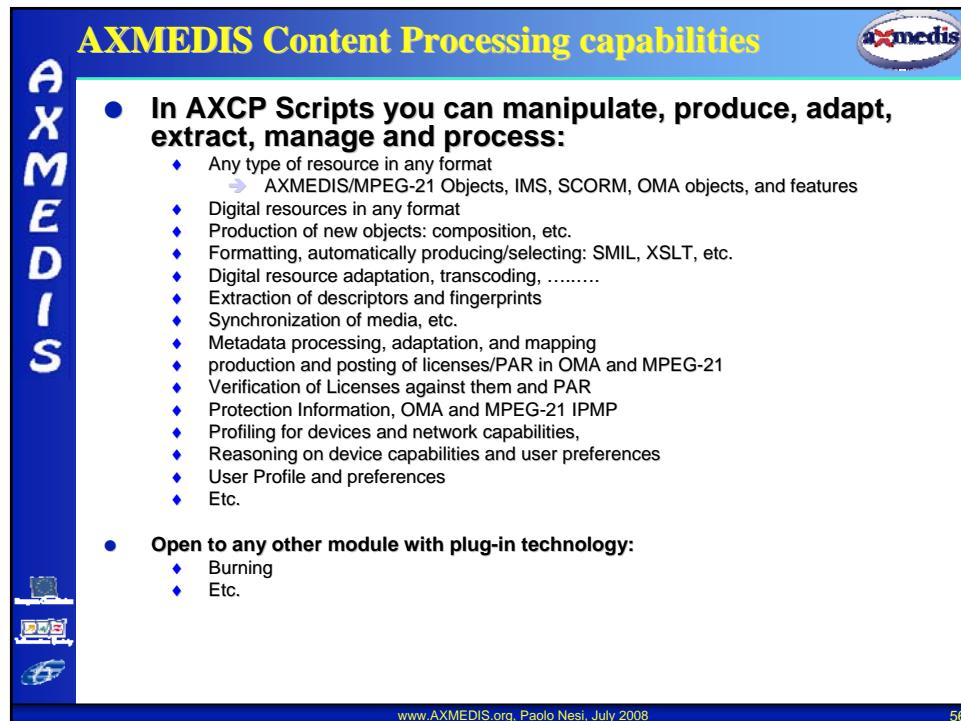
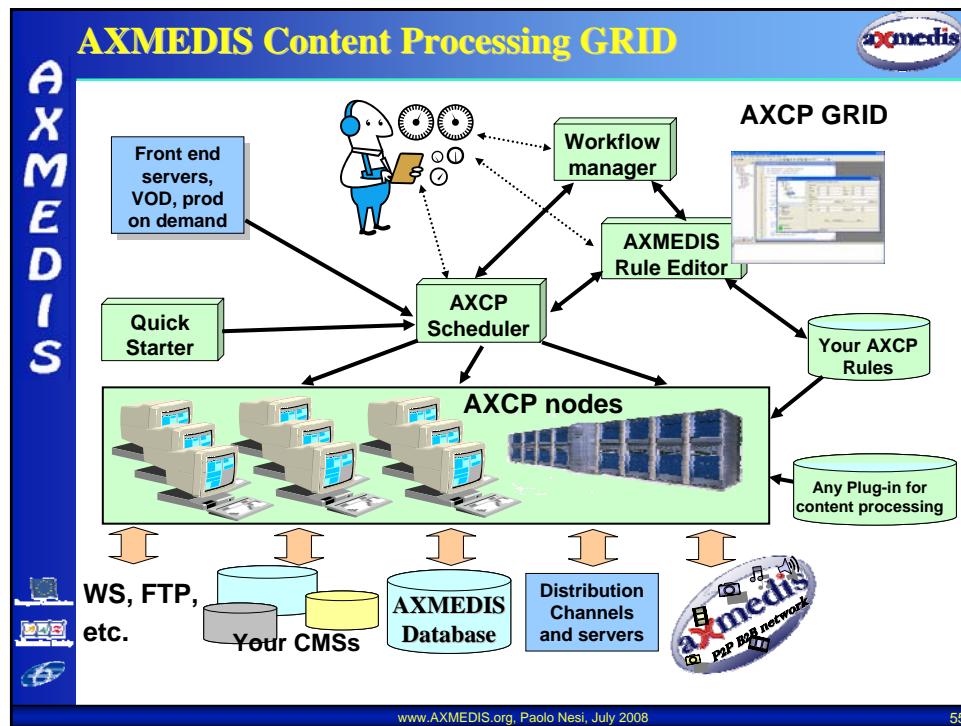
**A X M E D I S**

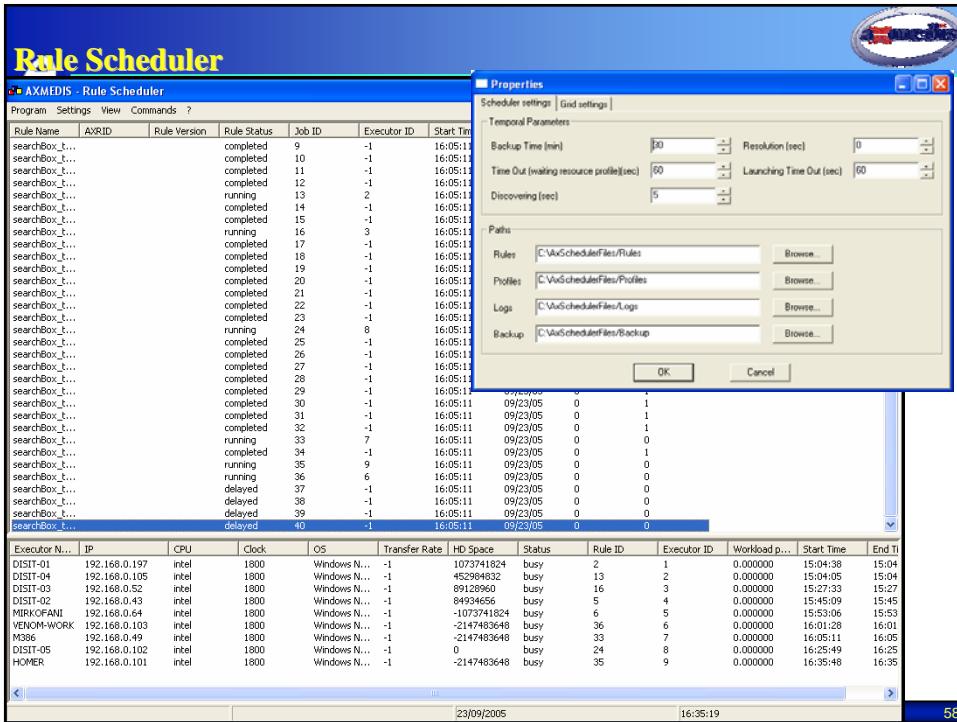
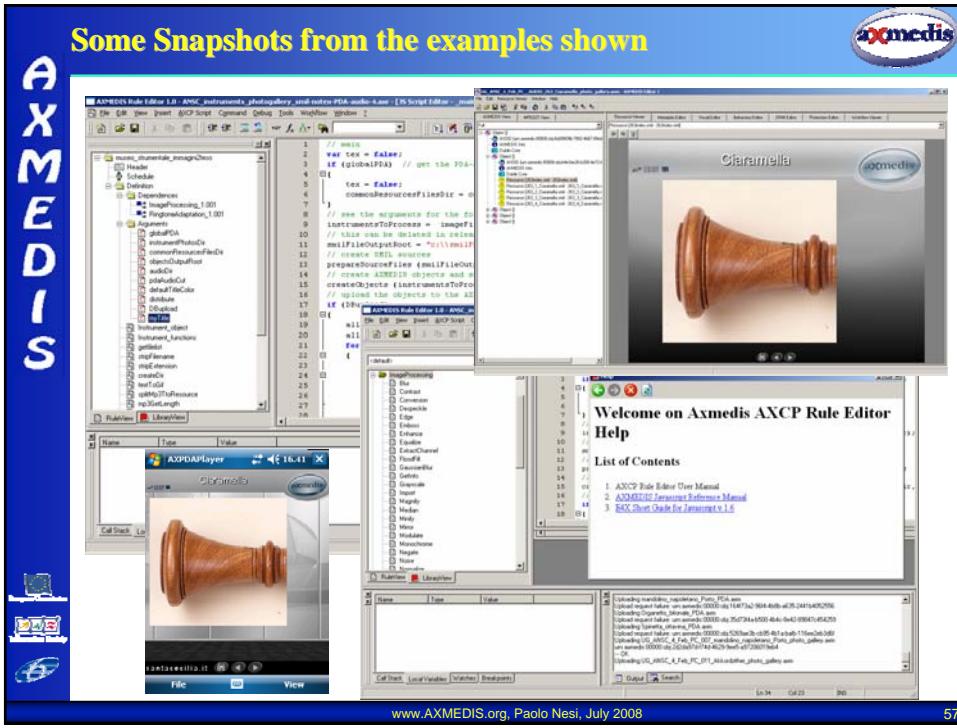
www.AXMEDIS.org, Paolo Nesi, July 2008

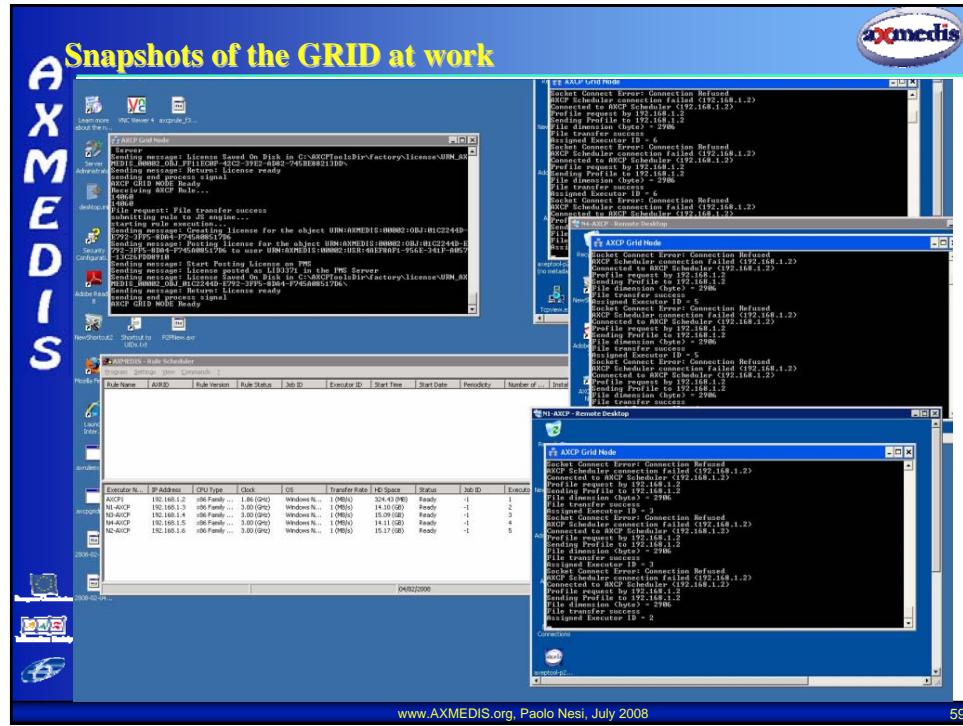
50











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## AXCP visual editor

**AXMEDIS**

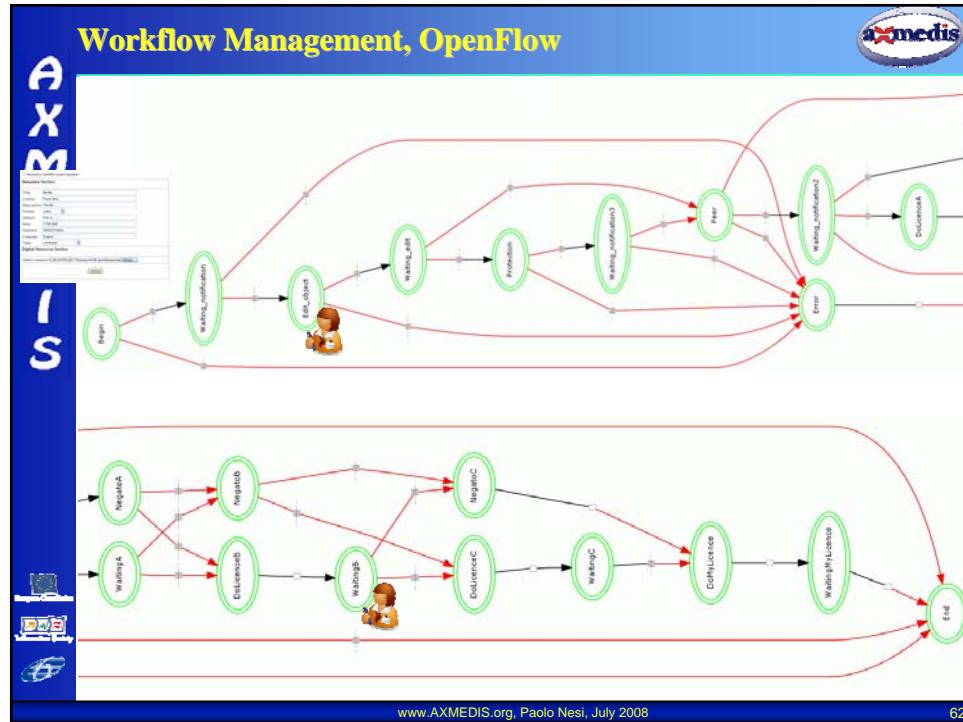
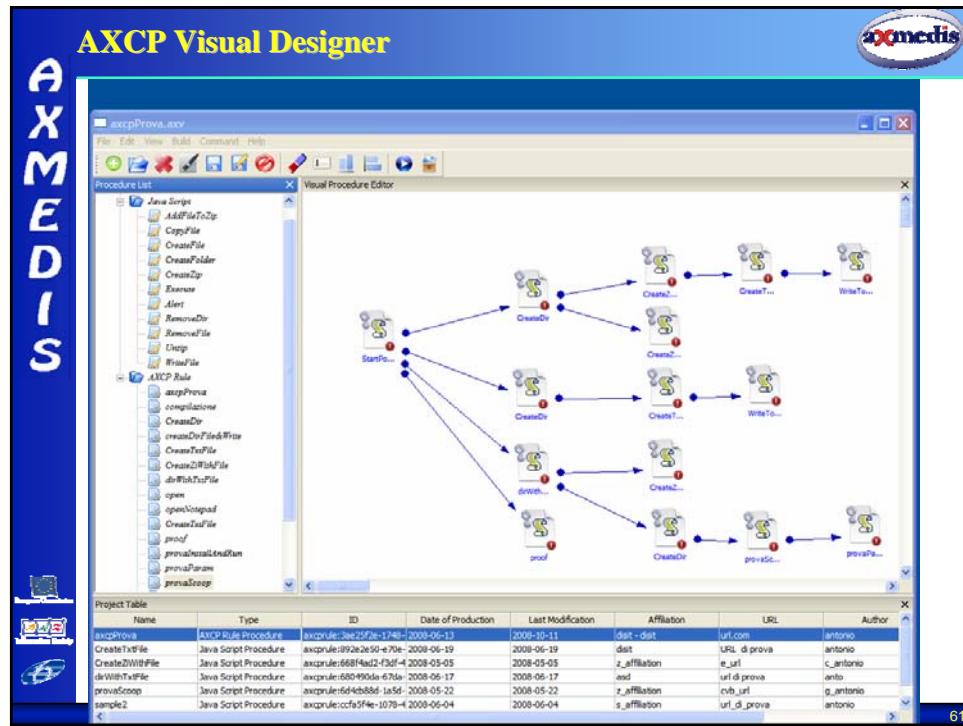
- Fast and simple Visual Programming of AXCP GRID processes
- Composing Blocks as JS modules to create AXCP rules
- Composing AXCP Rules to create sequences of actions to be scheduled according to their dependencies

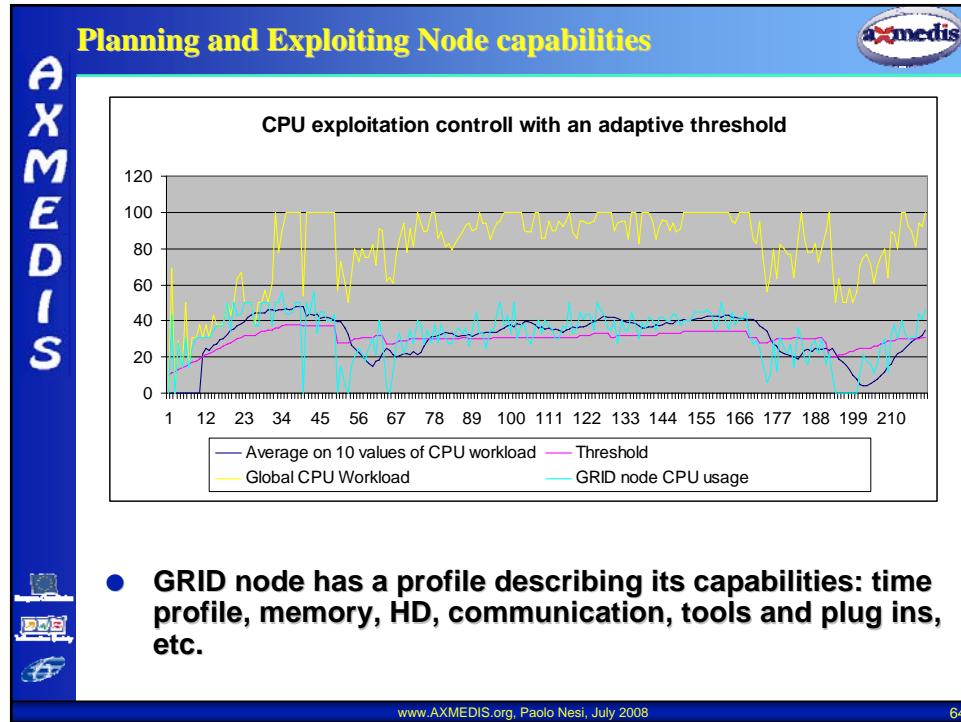
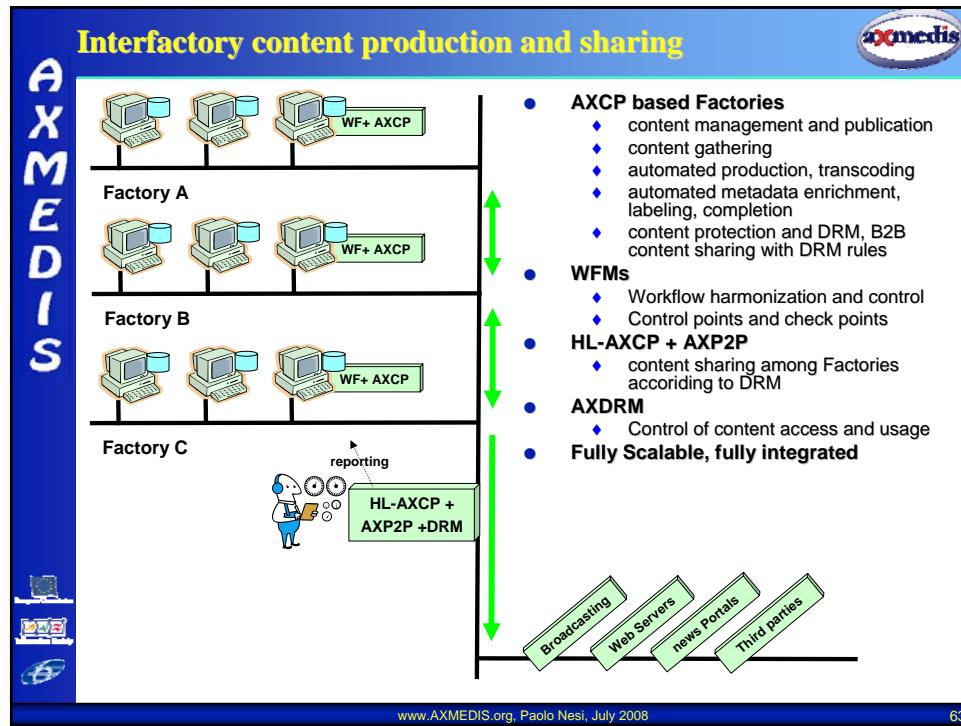
The visual editor interface includes:

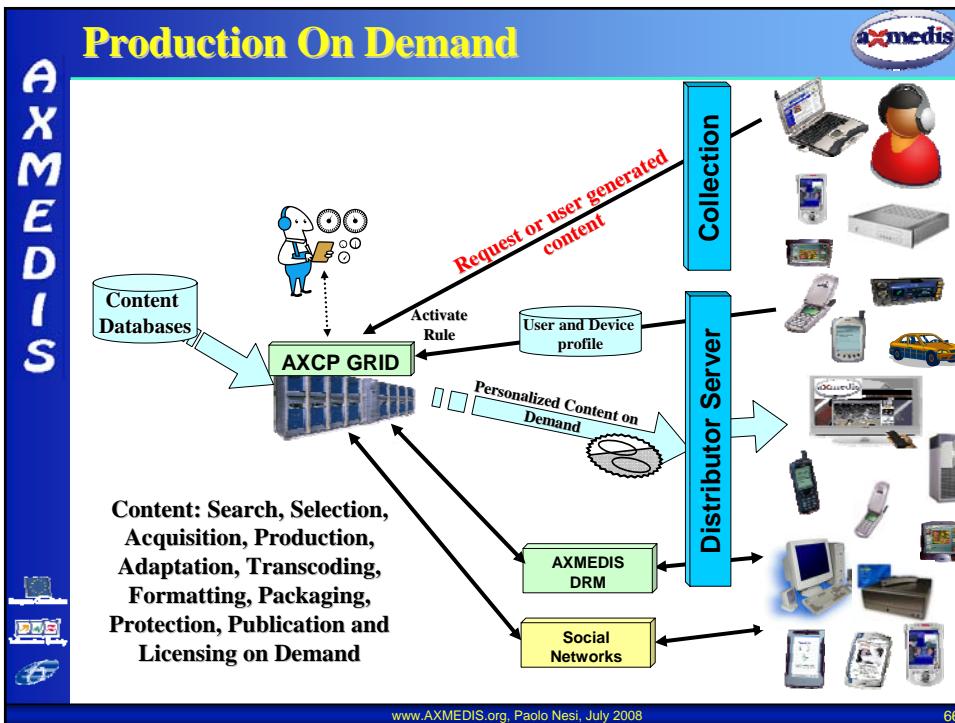
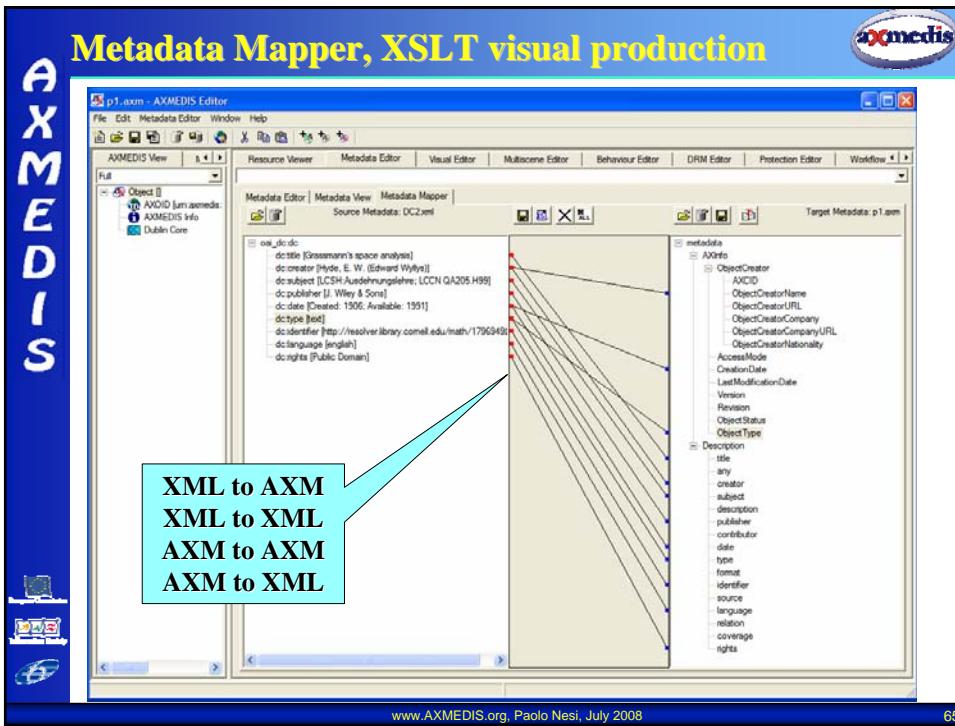
- Procedure Editor:** Shows a flowchart of actions connected by arrows. Actions include "remove...", "create...", "pre...", "getFile...", and others.
- Procedure Grid:** A table with columns: NAME, COMMENT, #ABAD.
- Toolbar:** Includes icons for "start", "stop", "refresh", "run", and "AXMEDIS...".

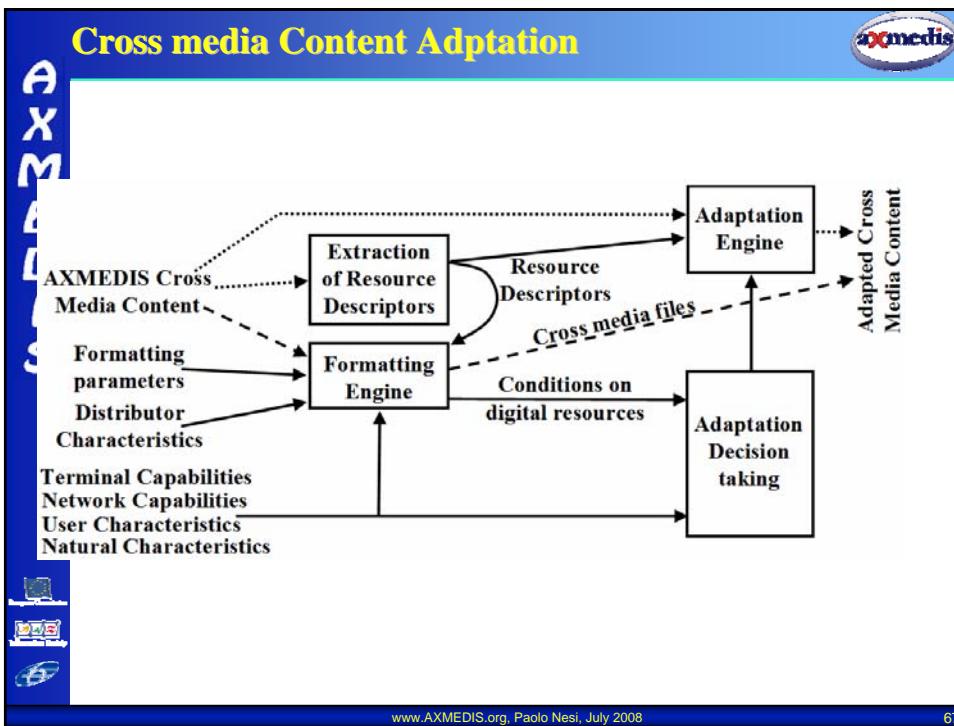
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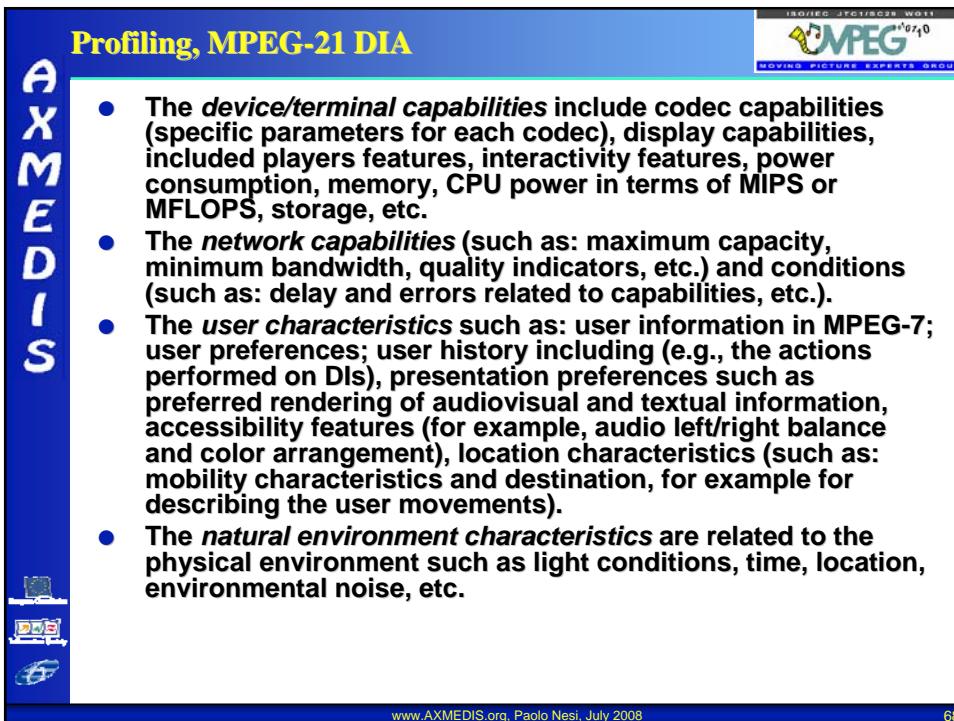






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**Examples of Cross media Adapation**

header

body

nav

footer

header

nav

body

footer

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**Process results**

Alessandro Allori

Pietà

In a book of memories of St. Mary magdalene in Viterbo abbey (this is the place where this painting was found) we can read that the "Pietà" which had been painted in 1580 by the painter Alessandro Allori (Bolsena, 1535 - 1591) was no more in that chapter. The painting was then moved to the security in order to restore the parts which had been damaged from the seepages of water. Why do not we see the original? Because the painting was taken away when it was backed. Backing was carried out with wax instead of Florentine panel, probably because of the damages caused by the water. The original painting has lost many tells of colour have been restored in different times.

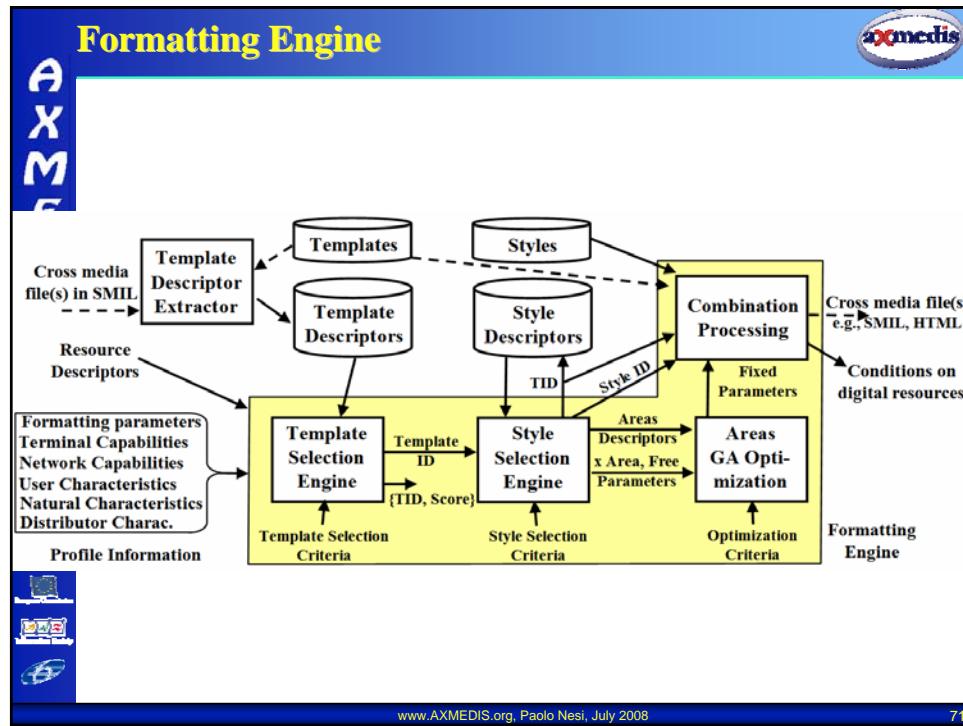
In 1980 the picture underwent a new restauration by the restorer G. Sartori and the restorer G. Sartori. This was certainly a portal intervention: a varnishing with a revision of the discoloured retouchings in view of the Medici collection.

After that, the picture has been moved first to the Middle Ages Arts Museum in Arezzo and then to Modena, where it remained until 1996. In the same year, thanks to a paintings exchange, the picture goes to the Uffizi Gallery.

Alexandro Allori

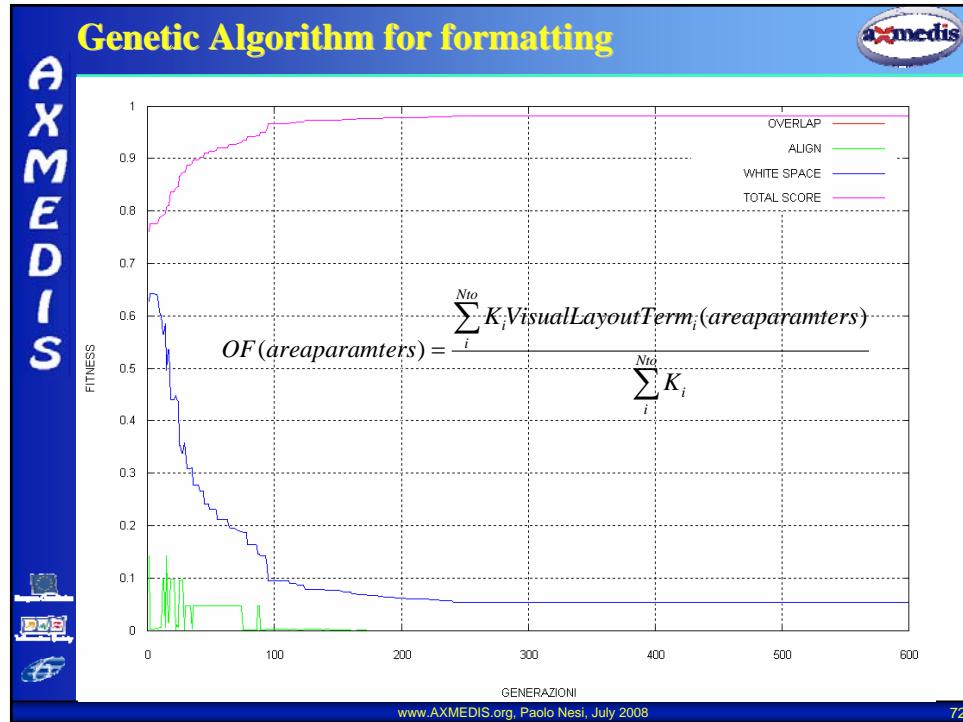
Alexandro Allori

www.AXMEDIS.org, Paolo Nesi, July 2008



www.AXMEDIS.org, Paolo Nesi, July 2008

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**Summary**



- Coverage
- AXMEDIS Model
- AXMEDIS DRM
- AXMEDIS Editor and Players
- AXCP: Automating Content Management
- **AXMEDIS P2P** 
- Multichannel Support
- AXMEDIS Framework



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**Secure and legal P2P**

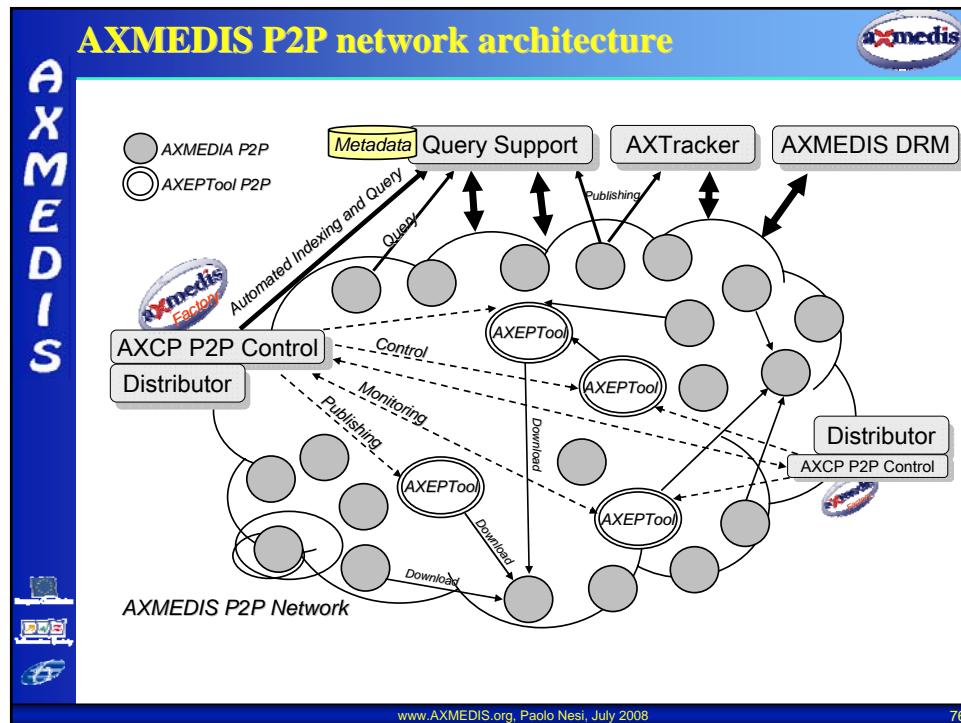
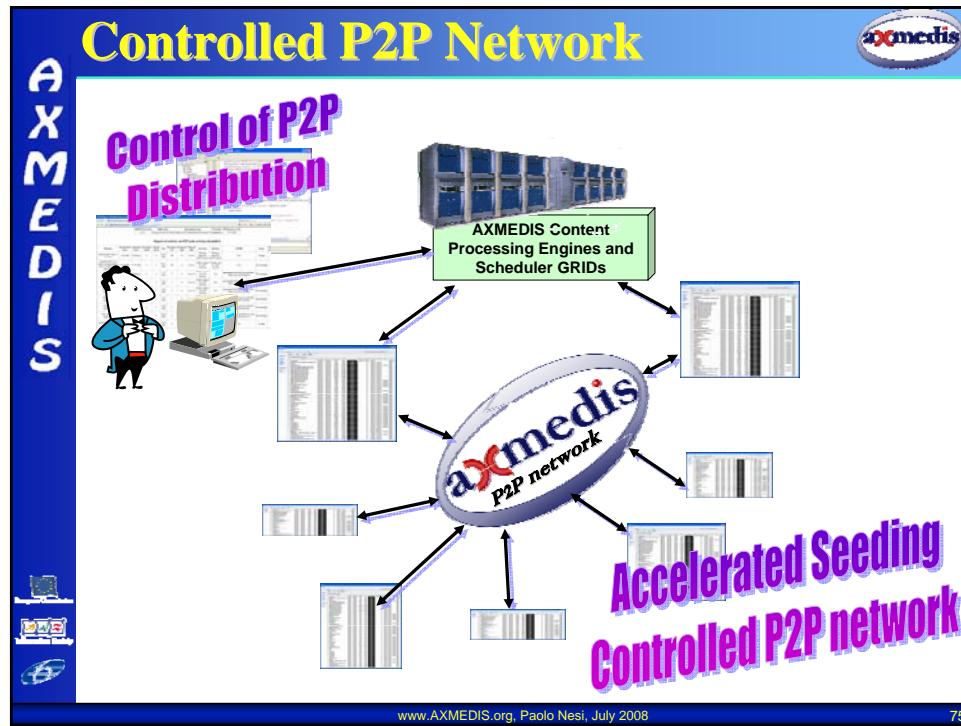


- **P2P network set up for content distribution**
  - ◆ CONSUMER content distribution and sharing
  - ◆ Allowing setting up large P2P networks at low costs, about 160,000 peers per server.
  - ◆ Automated B2B content distribution/publication via P2P, ready to download content on publication
    - Accelerated seeding
  - ◆ Protected content, legal P2P set up
  - ◆ Efficient control of P2P networks
  - ◆ BitTorrent Technology with Query and Catalogue
  - ◆ P2P Client Tools
- **Content Sharing for B2B and/or B2C**



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**P2P Network of AXMEDIS**



- AXTracker is a modified BitTorrent Tracker that manages the AXMEDIS P2P network and community
- AXEPTool is a special P2P BitTorrent Client Node, suitable to play the role of a P2P Node for B2B activities such as producers, distributors, integrators, etc., for B2B content distribution.
- AXMEDIA is a specific P2P BitTorrent Client Node for final users content sharing and B2C (Business to Consumer) content distribution.
- AXCP GRID is an instance of the AXCP GRID tool to control the activites of some AXEPTools
- AXQuery Support is a server on which the user and the AXCP may perform queries

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**AXMEDIS P2P for B2B: AXEPTool**



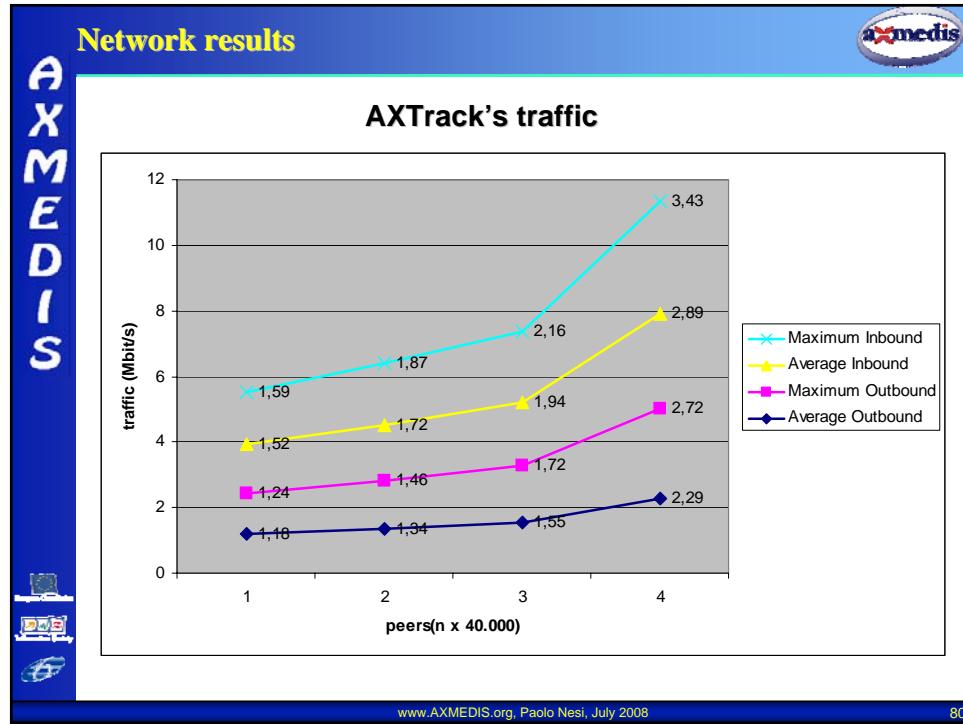
The screenshot shows the AXEPTool interface. On the left, there's a vertical sidebar with the AXMEDIS logo and links for Home, News, Catalogue, Downloads, and Settings. The main window displays a list of files being downloaded from a tracker at [http://axmedis.org:8080/AXTracker](http://http://axmedis.org:8080/AXTracker). The columns in the table include: #, File Name, Media Name, Incoming rate, Upload rate, Downloaded, Size, Progress, Remaining, Elapsed time, Start date, End date, AVOID, Status, and Downloaded. The progress bar for each file is shown in the Progress column. A large, semi-transparent watermark reading "Enhanced BitTorrent Technology with AXEPTool P2P B2B Tool" is overlaid across the center of the interface.

www.axmedis.org

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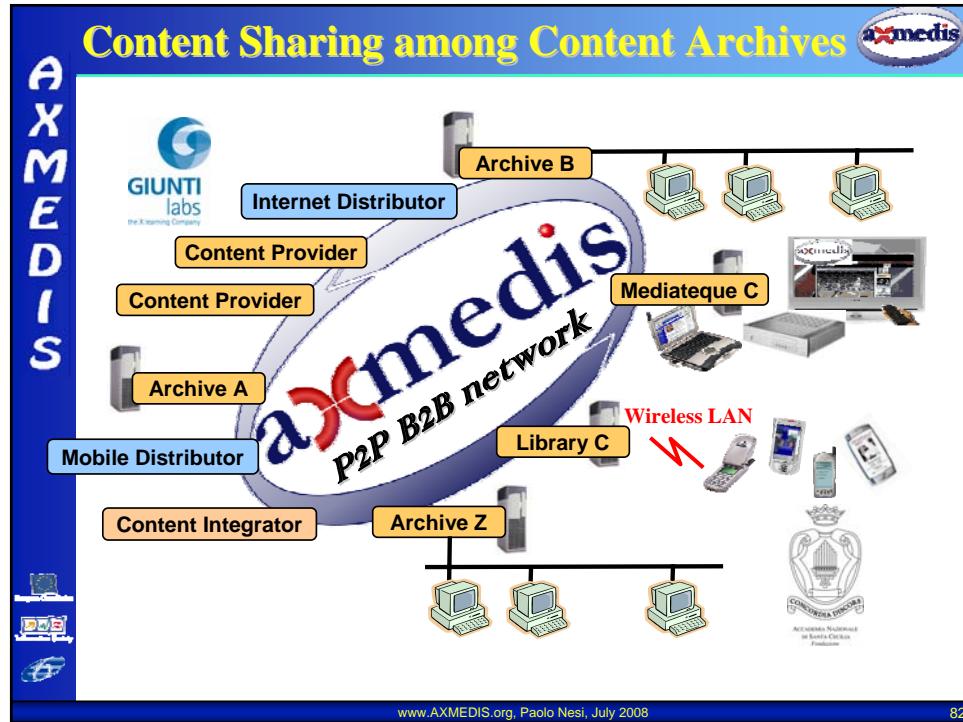
**Example of AXEPTool monitoring**

The screenshot shows a Windows Internet Explorer window displaying the 'Summary of AXMEDIS P2P Node Status'. The page includes a 'Node Profile' section with details like 'AXEPTool Version: 3.2.30', 'Online since: Wed Oct 24 18:48:46 CEST 2007', and 'Operating System: Windows 2003 Server SP2'. Below this is a table titled 'Report of activity on P2P node at' listing various file transfers. The table columns include Object #, Filename, Size, Downloaded (%), Start date, End date, AXID, Status, Number of seeds, and Number of peers. At the bottom of the report table, there is a summary of disk space: 'Number of objects: 2172', 'Total Disk Space: 218.83 GB', 'Free Disk Space: 192.82 GB', and 'Total Objects Size: 14.61 GB'. The bottom right corner of the browser window shows the number '79'.





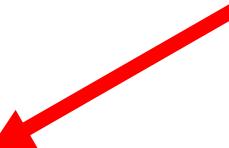
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**Summary**




- Coverage
- AXMEDIS Model
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- AXMEDIS P2P
- Multichannel Support 
- AXMEDIS Framework

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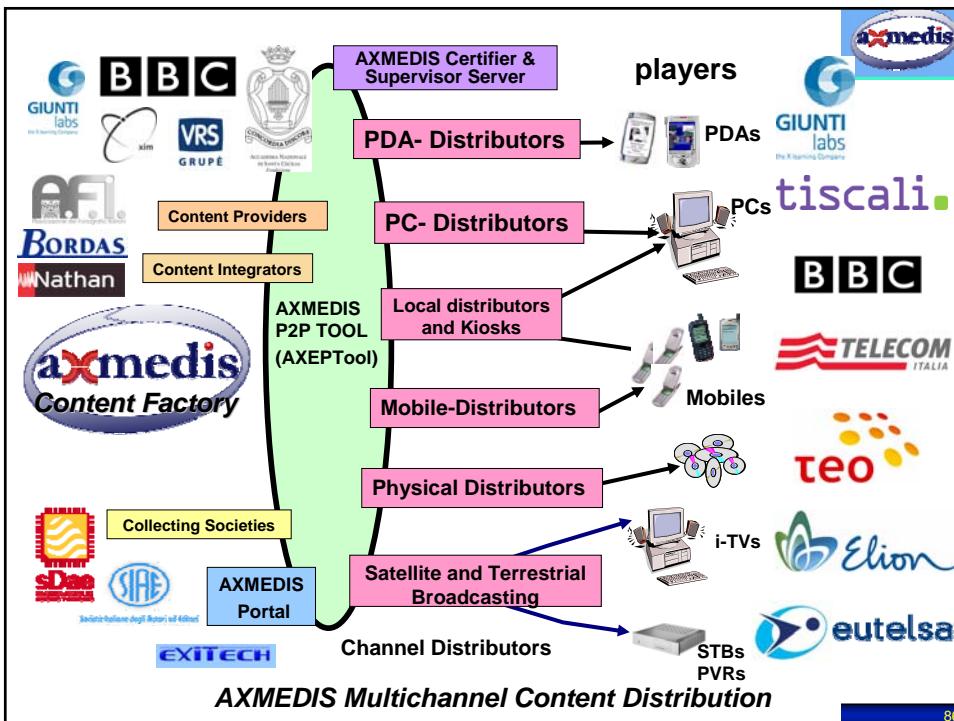
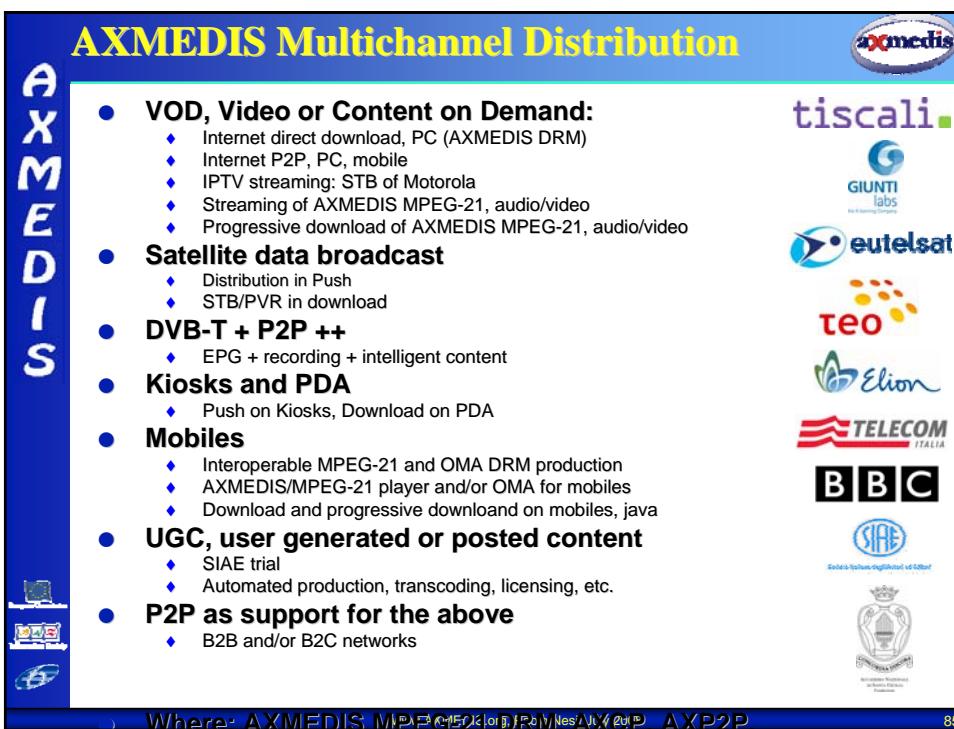
**AXMEDIS Multichannel Distribution**

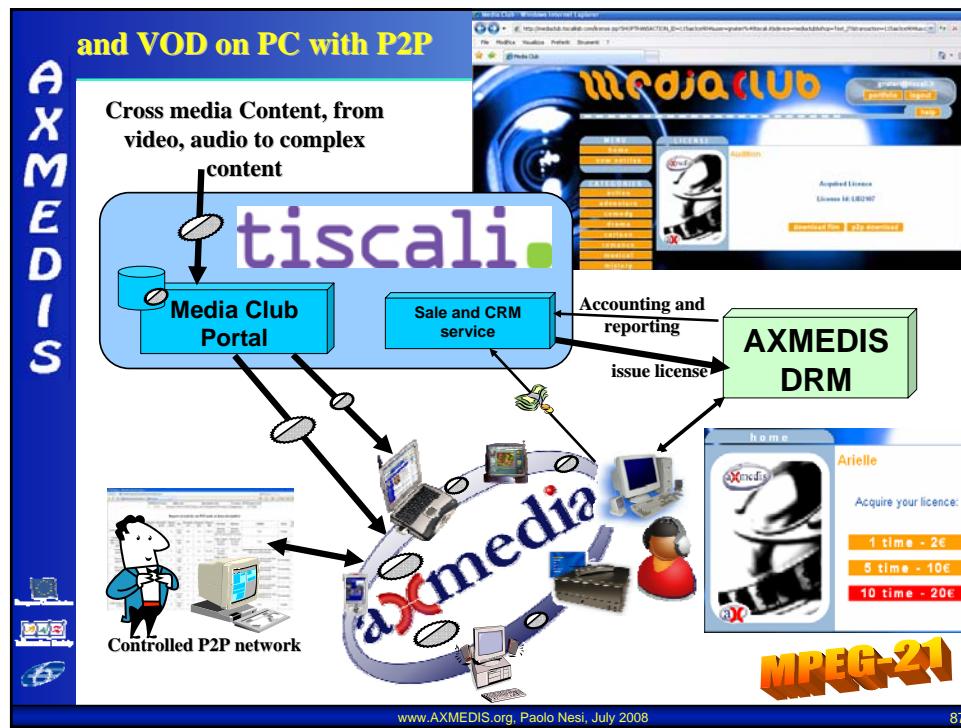



- PCs via Internet+P2P, AXMEDIS P2P and PC player: TISCALI Media Club, DSI 
- PCs via Internet, AXMEDIS PC player:
  - ◆ ELION, VRS 
- PCs via Satellite data broadcast, AXMEDIS PC player:
  - ◆ EUTELSAT, UNIVLEEDS 
- PDA via Kiosks, AXMEDIS PDA player:
  - ◆ ILABS + ANSC Kiosks, TISCALI, DSI 
- STBs and PVRs:
  - ◆ AXMEDIS STB: IPTV, Internet VOD: TEO, VRS 
  - ◆ AXMEDIS STB/PVRs via Satellite data broadcast: EUTELSAT, MBI 
- Mobiles:
  - ◆ AXMEDIS mobile player: ILABS, TISCALI, DSI 
  - ◆ OMA player: Telecom Italia (TI), DSI 
- PCs via Internet+P2P, AXMEDIS P2P and PC player:
  - ◆ free air DVB-T + home domains/media center 
  - ◆ BBC, SDAE, ETRI, UPC 

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**TISCALI Media Club, Distribution Portal**

**mediaclubmanager**

**Search Axmedis media**

Search for: title CONTAINS **arielle**

right EQUAL play

territory EQUAL

exercise limit EQUAL

validity interval LESS EQUAL

**Search**

2 records found

title	type	creator	date	import status
Arielle	NULL	NULL	12/09/2007	

**Statistics**

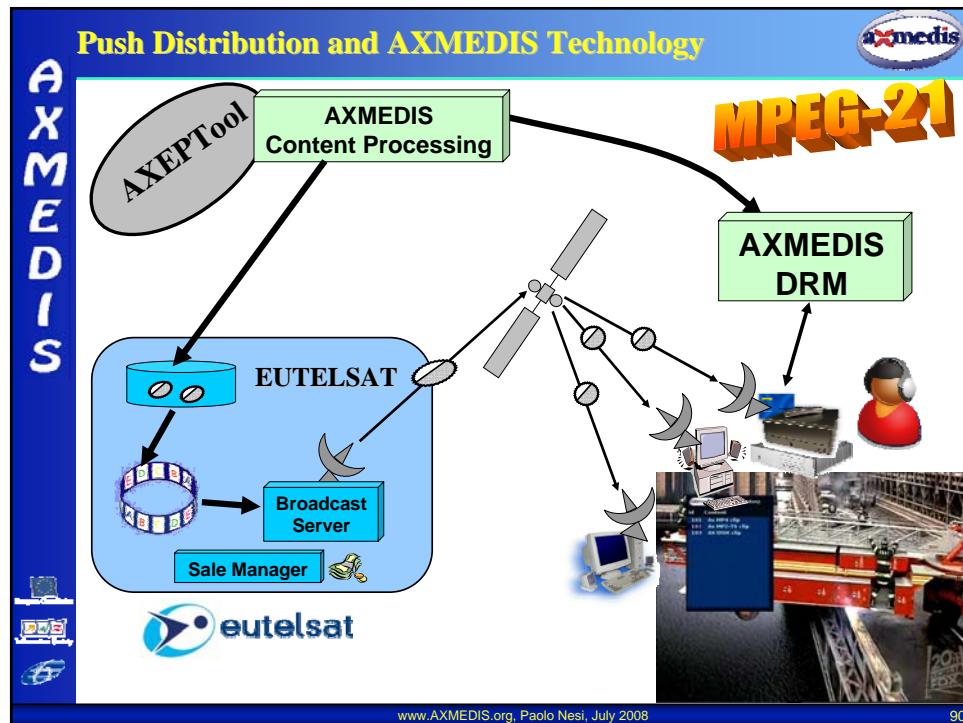
Search: from: 2007-06-16 media id:

creator: domain: work identification:

1844 records found

media id	creator	operation	execution	regi
URN:AXMEDIS:00002:OBJ:0B909E67-1D09-370B-8467-11518307131B	URN:AXMEDIS:00002:BUS:DD998000-6E93-3EC0-ABC4-892122A0654C	mc:play	2007-10-16 2007-10-09:02 10:49	
URN:AXMEDIS:00002:OBJ:7362A059-0461-31A1-0B51-BD073ED1E3F3	URN:AXMEDIS:00002:USR:7C98E82E-6040-3E09-0476-9C200BDEE43D	mc:play	2007-10-16 2007-09-34:19 09:34	
URN:AXMEDIS:00002:OBJ:8A295BC-34D0-303B-826A-44EF0C7D9851	URN:AXMEDIS:00002:BUS:DD99800B-8E93-3EC0-ABC4-892122A0654C	mc:play	2007-10-16 2007-09-43:19 09:43	
URN:AXMEDIS:00002:OBJ:005BACD-8887-375D-BC58-828F152AAFB7	URN:AXMEDIS:00002:BUS:D6D45C52-802F-3AC2-9B5B-EF9097C784A4	mc:play	2007-10-15 2007-17:38:14 17:37	

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**EUTELSAT Distribution with AXMEDIS Technology**

**AXMEDIS**

- AXMEDIS Service on ATLANTIC BIRD™ 1:
  - 12.5° West, covering Europe and Americas
  - Frequency: 11.428GHz
  - Symbol rate: 30000KSym/s
  - Polarization: Horizontal

<http://www.eutelsat.com/satellites/125e.html>

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**VIDEO on EUTELSAT distribution**

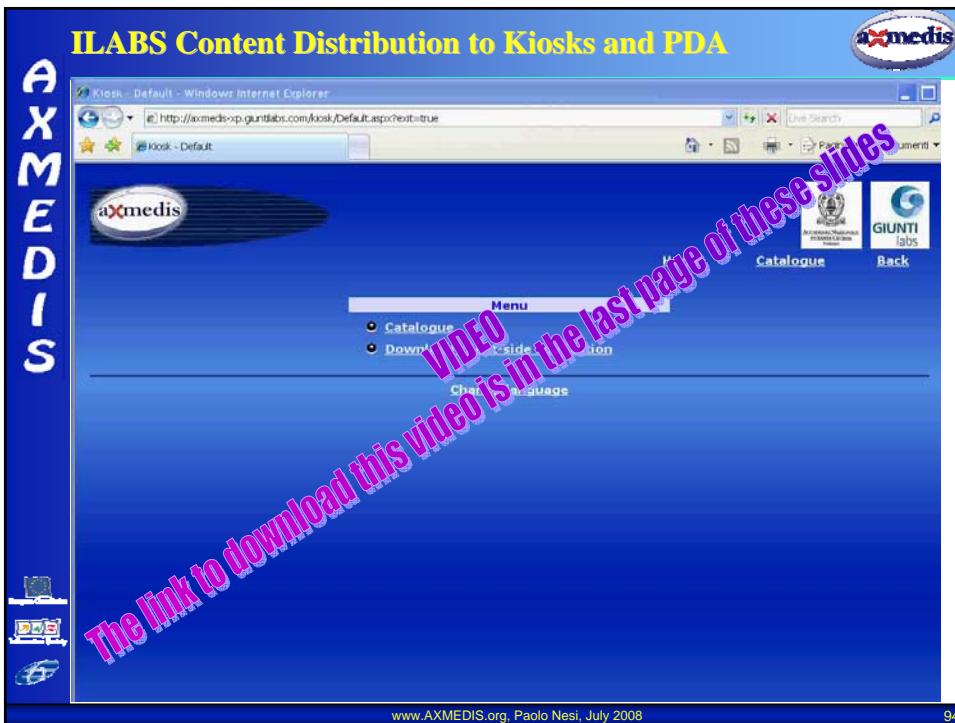
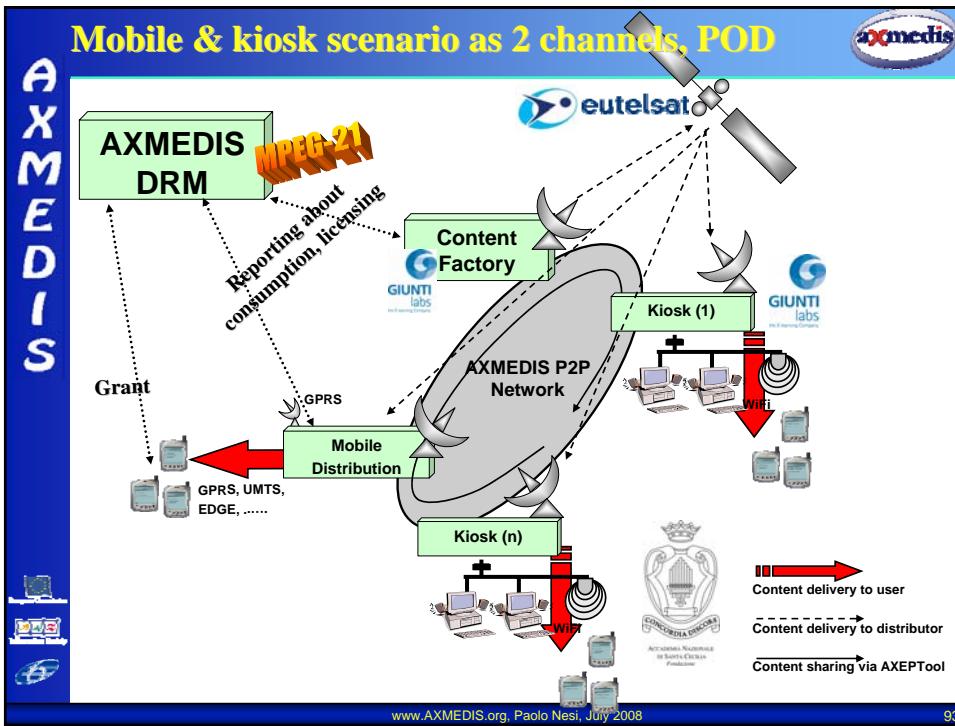
**AXMEDIS**

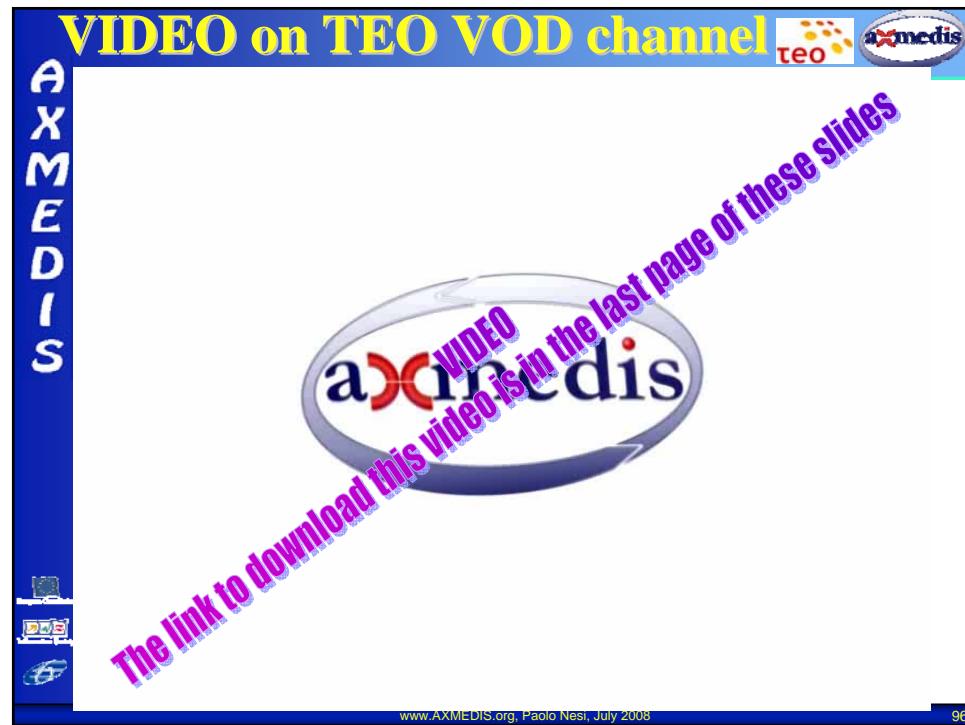
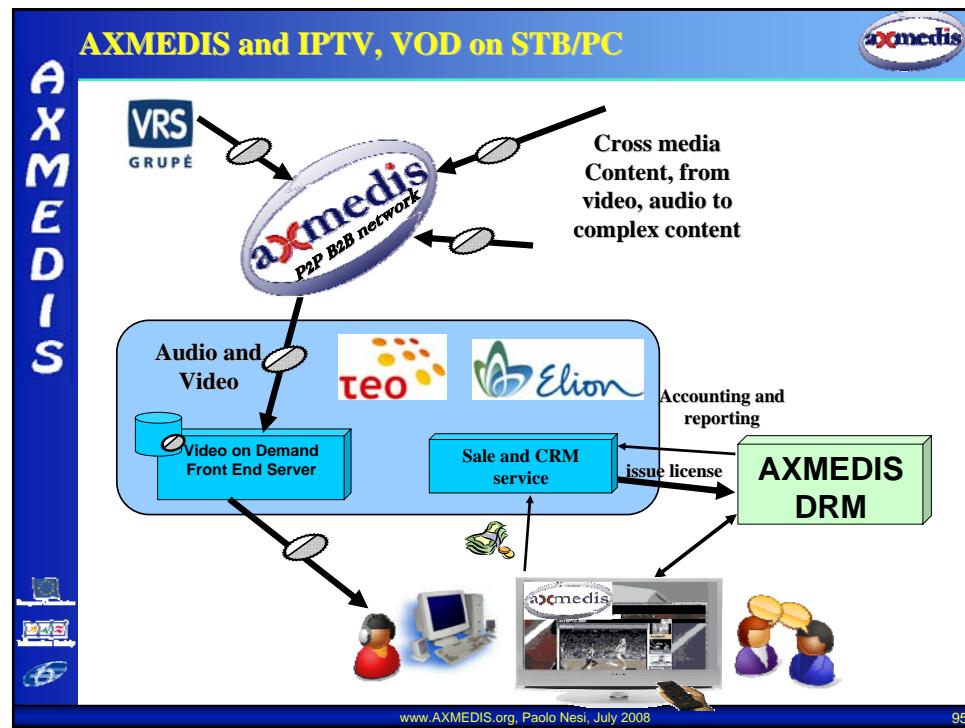
The link to download this video is in the last page of these slides

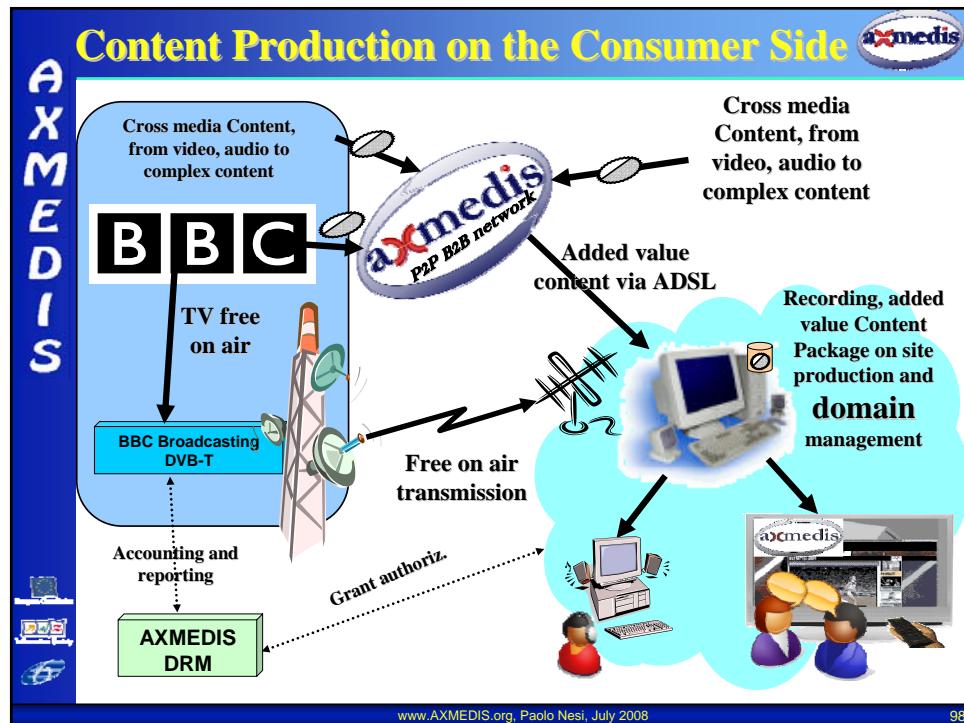
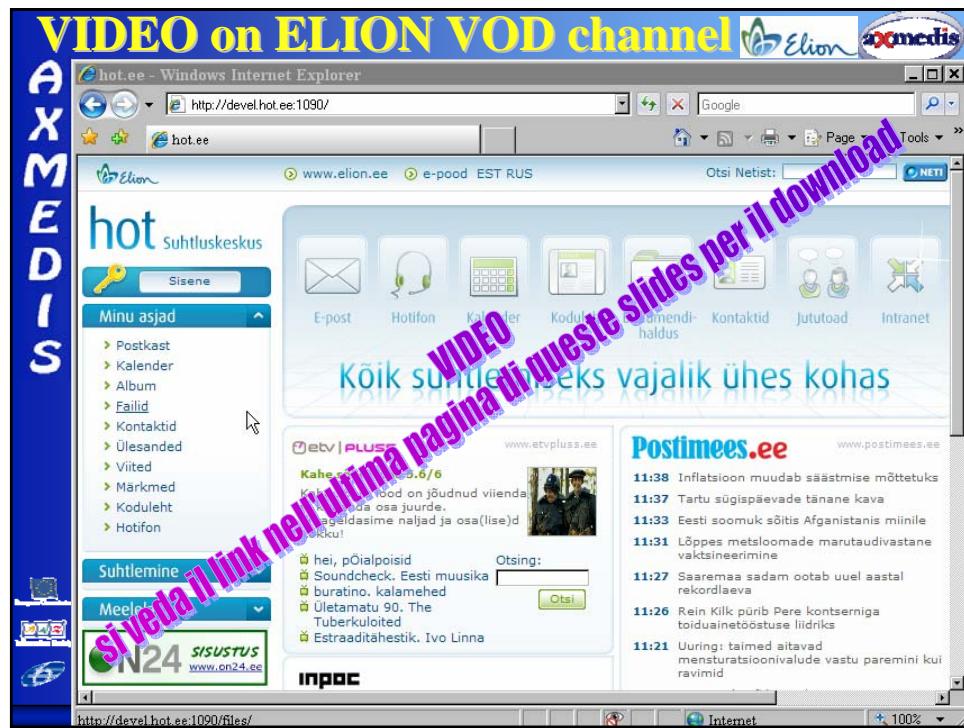
Name	Start Time	Duration	Size	Speed	Target
Tiziano	16:12	3s	205 kB	64 kB/s	
Leonardo	16:12	2s	159 kB	64 kB/s	
moses-game-flash...	16:13	0s	543 kB	64 kB/s	
Mandoline	16:13	1m 6s	4.16 MB	64 kB/s	
Miracle Maker	16:15	< 1s	58.2 kB	64 kB/s	
theCrossing	16:15	1m 32s	5.76 MB	64 kB/s	
Little Vampire Inter...	16:17	42s	2.68 MB	64 kB/s	
sport1	16:19	2m 40s	10 MB	64 kB/s	
sport2	16:22	2m 40s	10 MB	64 kB/s	

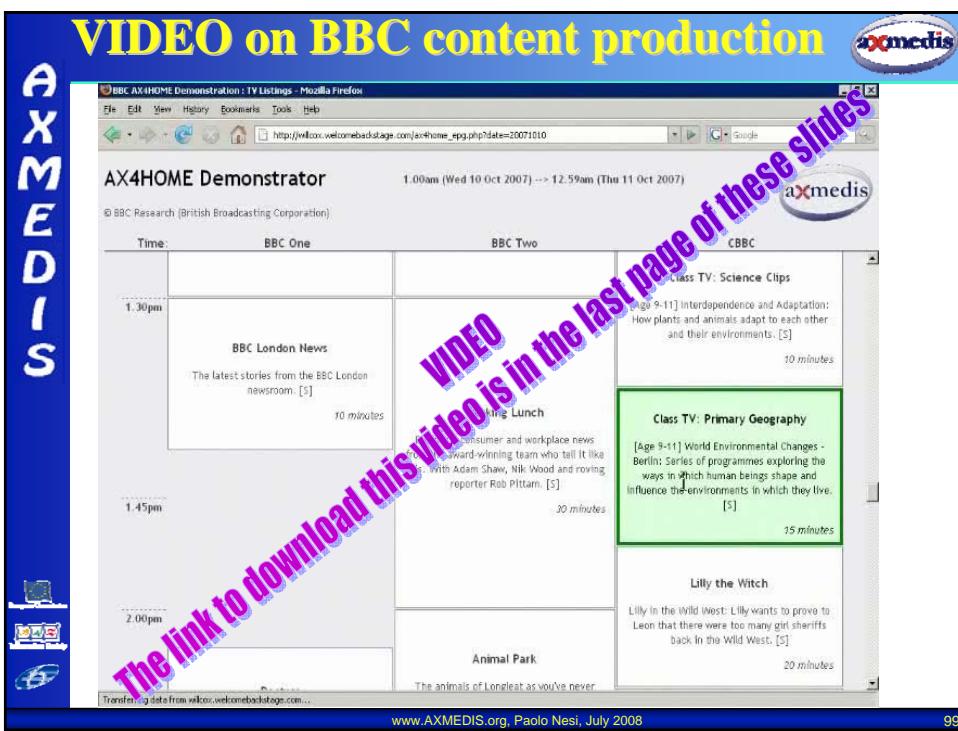
Search Show all Add to jobs

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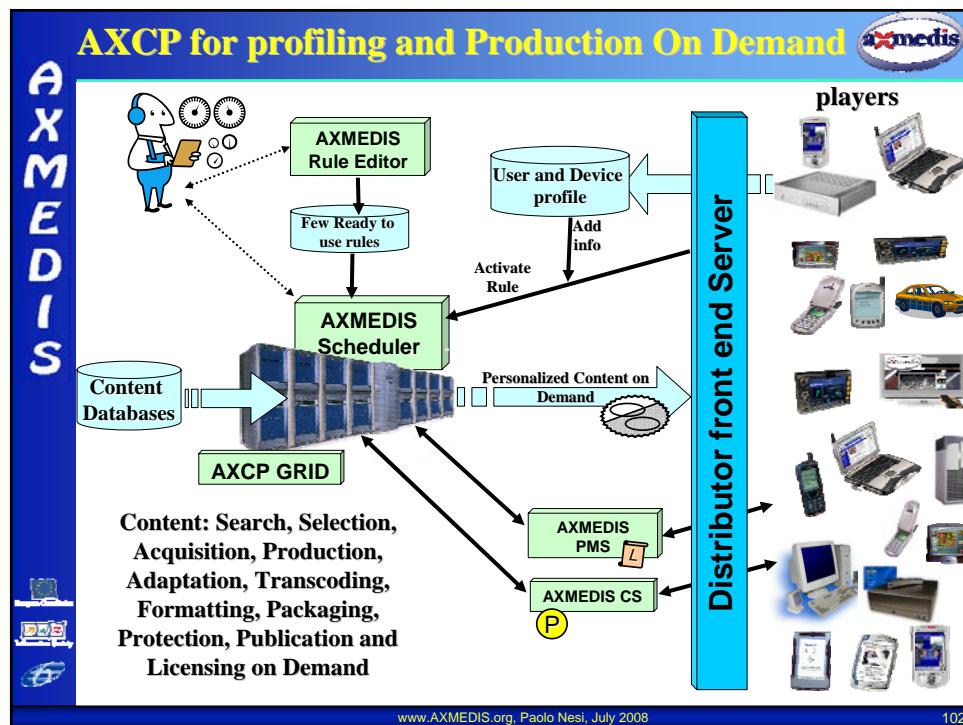






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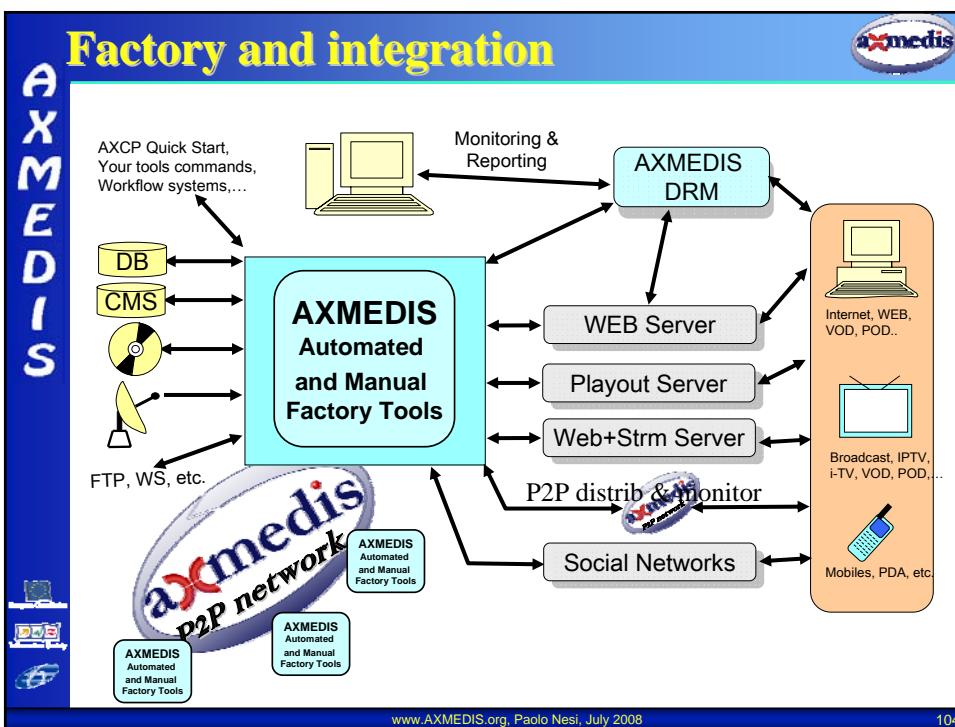
## Interoperability among channels

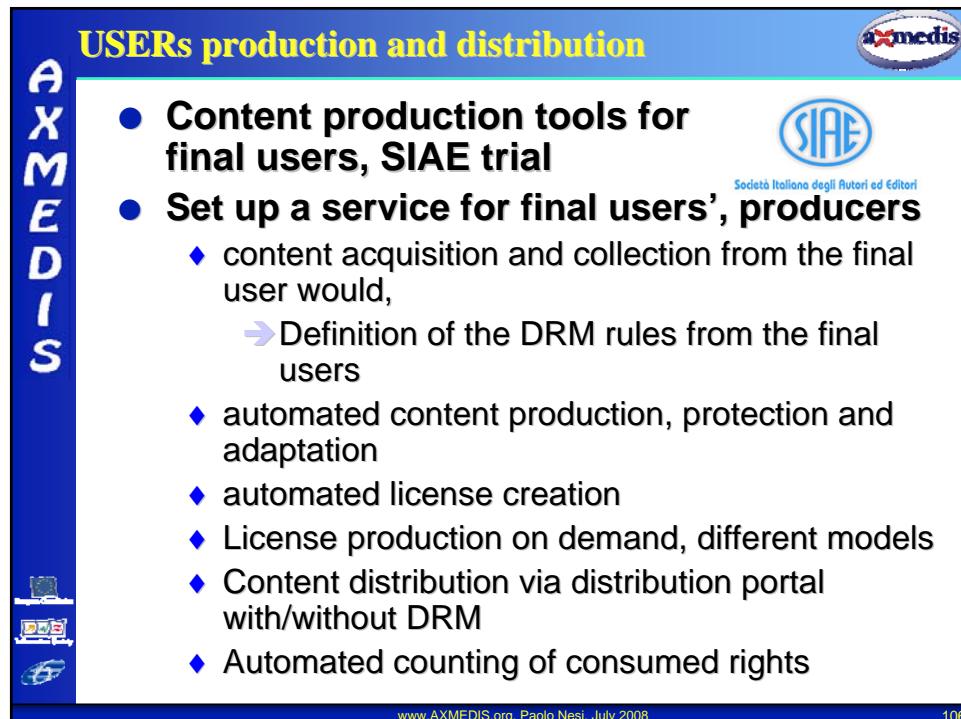
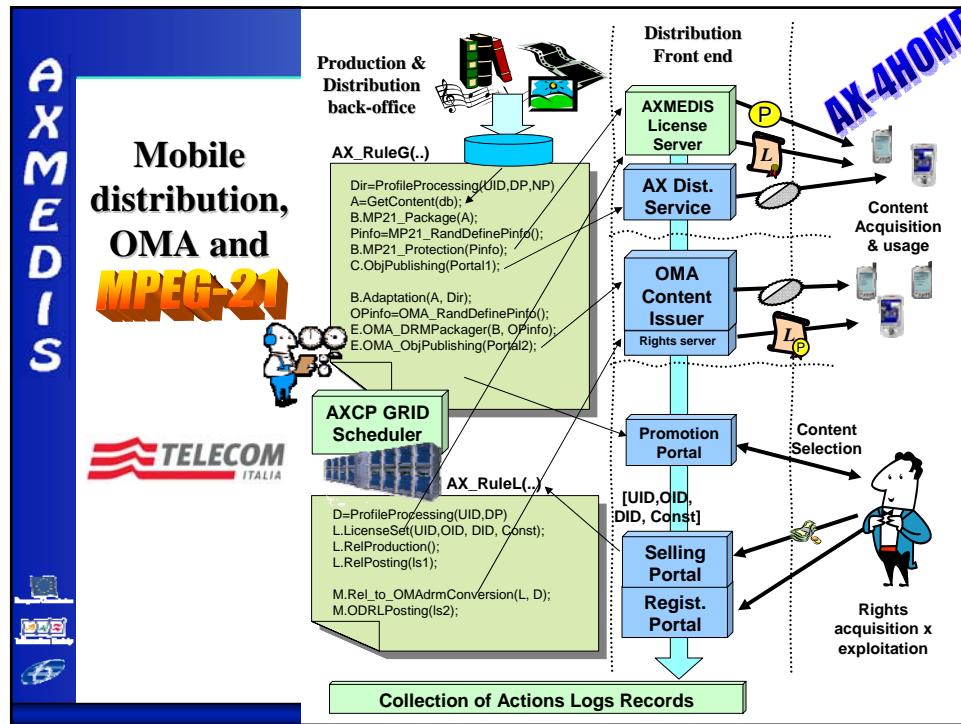
**A X M E D I S**

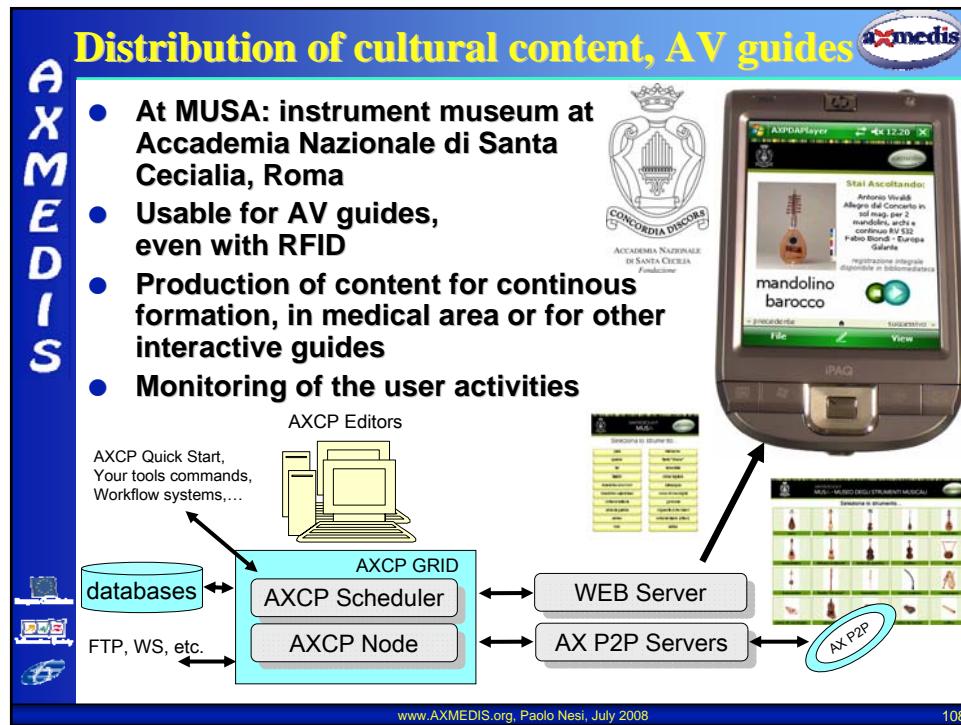
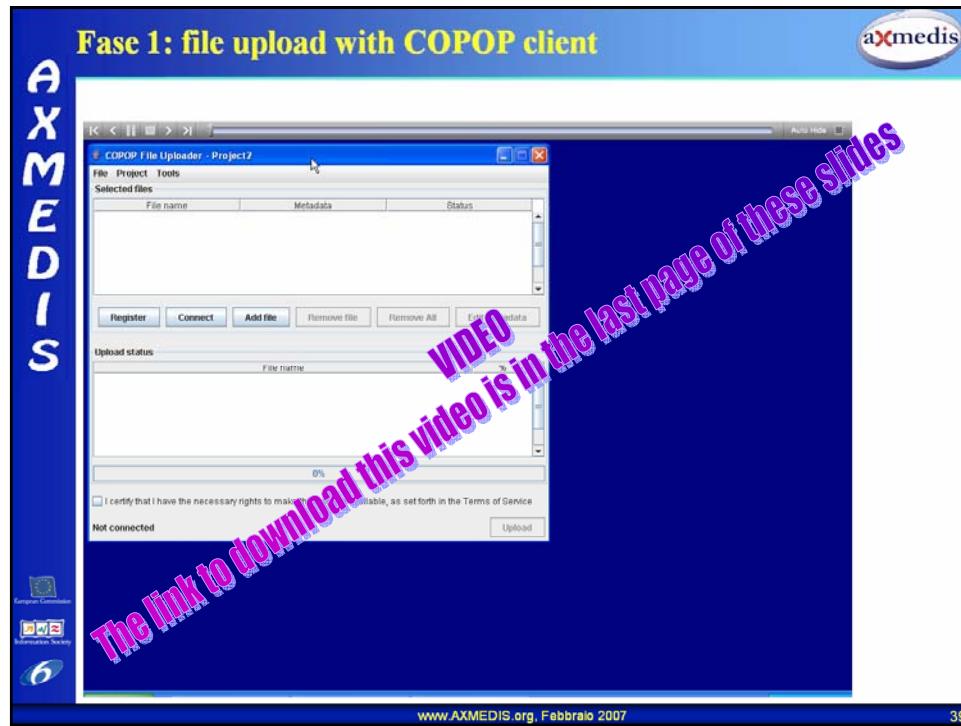
- Channels are the distribution methods for content:
  - Streaming, e.g., DVB-T, S, H
  - Downloading, WEB
- Channels are grounded on different communication standards,
  - MPEG, HTTP, RTSP, DVB, etc.
  - Content and devices are strongly related to the supported input channel
- AXMEDIS content is independent on the communication channel
  - Content can be automatically produced for multiple channels at the same time
  - Content received from one channel can be passed to a different one

<b>BBC</b>	DVB-T
<b>tiscali.</b>	P2P
<b>TELECOM ITALIA</b>	Internet
<b>GIUNTI labs</b>	UMTS GPRS
<b>teo</b>	DVB-S
<b>eutelsat</b>	Downloading
<b>Elior</b>	Streaming
	VOD
	P2P

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**Content Enrichment with final users**

**AXMEDIS**

- Content Enrichment with AXMEDIS
- **VARIAZIONI e-ContentPlus**
- [www.variazioni.org](http://www.variazioni.org)
- Content
  - ◆ enrichment, several forms
  - ◆ produced and reproduced on demand at each enrichment
  - ◆ production with DRM
  - ◆ distribution from VARIAZIONI portal and from AXMEDIS P2P
- > than 10 partners + communities
  - ◆ Partners from Spain, Lithuania, Belgium, Portugal, Italy, Finland, Portugal

[www\\_AXMEDIS.org](http://www_AXMEDIS.org), Paolo Nesi, July 2008

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**Content Enrichment and social network**

**AXMEDIS**

- audiovisual
  - ◆ Master classes of famous magisters (Harmos)
  - ◆ Concerts
  - ◆ Conferences
  - ◆ Special Events...
- audio
  - ◆ Concerts
  - ◆ Lessons
  - ◆ Rehearsals of concerts
  - ◆ Popular Songs...
- historic documents
  - ◆ Programs of concerts
  - ◆ Letters
  - ◆ Scores
  - ◆ Images
  - ◆ Articles
  - ◆ Pedagogical Material

**VARIAZIONI**

January 12, 1972

Mr. Arthur Rubinstein  
22 St. de l'Yvonne Associated  
Paris 16<sup>e</sup>, France

Dear Mr. Rubinstein:

For several years I have been writing  
Letters to you - but always to the  
wrong person. Hopefully, this one will  
reach you.

I would consider it a great honor to have  
a picture of you, autographed to me, in  
my home.

If this is possible, would you be kind  
enough to have it mailed to me at:

1041 North Picoas Avenue  
Hollywood, California 90046

With warmest personal regards,  
Frank Sinatra

Le 12 Janvier 1972  
Nous vous avons reçus au 22 St. de l'Yvonne  
avec le plaisir d'entendre Arthur R.  
Sam le 12 Janvier 1972 Arthur R.  
de Reval de Berlin 22, St.  
de Reval de Berlin 22, St.  
de Reval de Berlin 22, St.  
future Amie PARIS

www\_AXMEDIS.org, Paolo Nesi, July 2008

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**Summary**

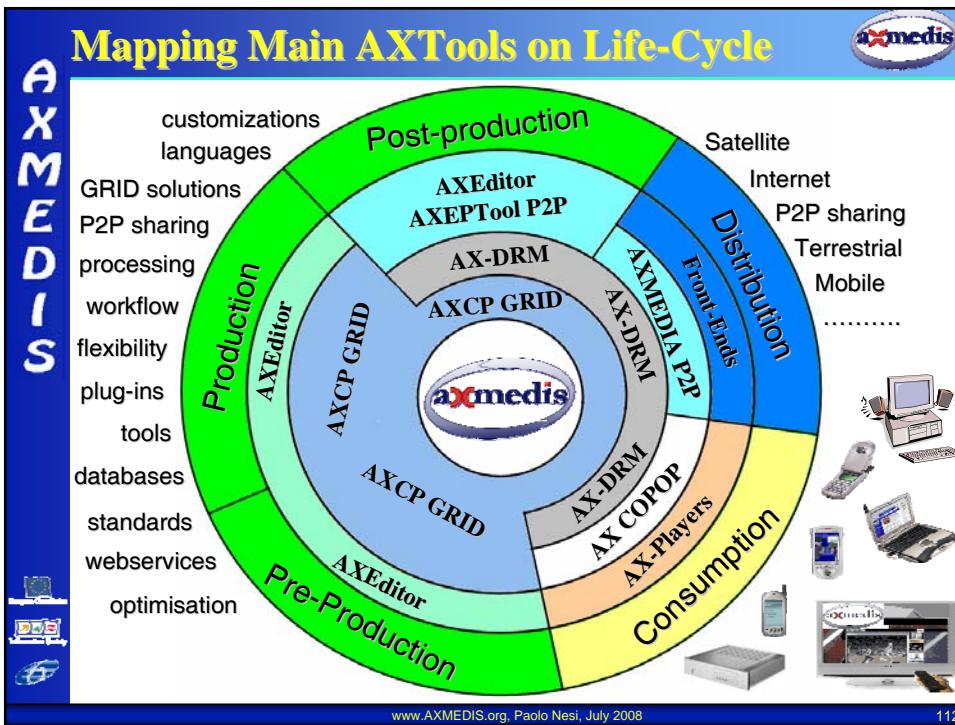


- Coverage
- AXMEDIS Model
- AXMEDIS DRM
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- AXCP: Automating Content Management
- AXMEDIS P2P
- Multichannel Support
- **AXMEDIS Framework** →



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**AXMEDIS**

## Applications and scenarios

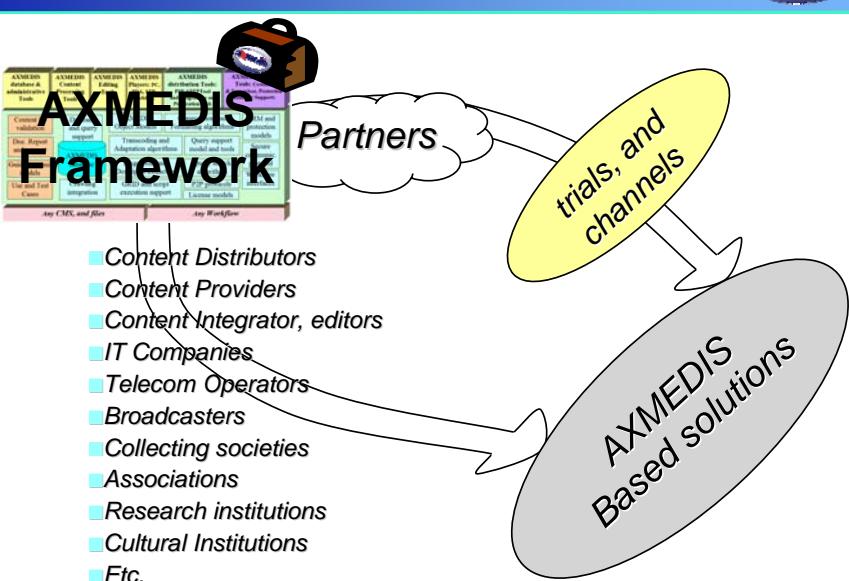


- In most of the cases there is:
  - ◆ Usage of the AXMEDIS Editors and Players
  - ◆ Massive usage of the AXCP GRID for managing back office issues, defining specific scripts for:
    - Automated content production and adaptation (MPEG-21, OMA, etc.)
    - Automated creation of licenses (MPEG-21, OMA, etc.)
    - Automated regeneration of new versions of the objects
    - Automated object acquisition and posting on DataBases
  - ◆ Support of the AXMEDIS PMS and AXCS for the DRM aspects
  - ◆ Support of the CAMART and AII for collecting reporting data
  - ◆ Usage of the AXMEDIS Editors and Players
  - ◆ Front ends for selling and distributing of the Distributors involved so that to maintain their plate and relationships with their customers
- In some cases there is the usage of:
  - ◆ The P2P tools, for B2B and B2C2C
  - ◆ Some specific tools for content posting on the databases
  - ◆ Some specific player tools for final users
  - ◆ Some specific tools for Home and Factory Domain Management
  - ◆ Workflow support

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**AXMEDIS Framework for all**



The diagram illustrates the AXMEDIS Framework for all, showing its integration with various partners and resulting solutions.

**AXMEDIS Framework:** A central component represented by a stack of software modules, including AXMEDIS Database & Administration Tools, AXMEDIS Content Tools, AXMEDIS Editing Tools, AXMEDIS Player PC, AXMEDIS Distribution Tools, AXMEDIS License & Rights Management Tools, and Content Validation Tools. The framework is described as being able to work with "Any CMS and files" and "Any Workflow".

**Partners:** A cloud-like shape containing a briefcase icon, labeled "Partners", which connects to the framework. A list of partner types includes:
 

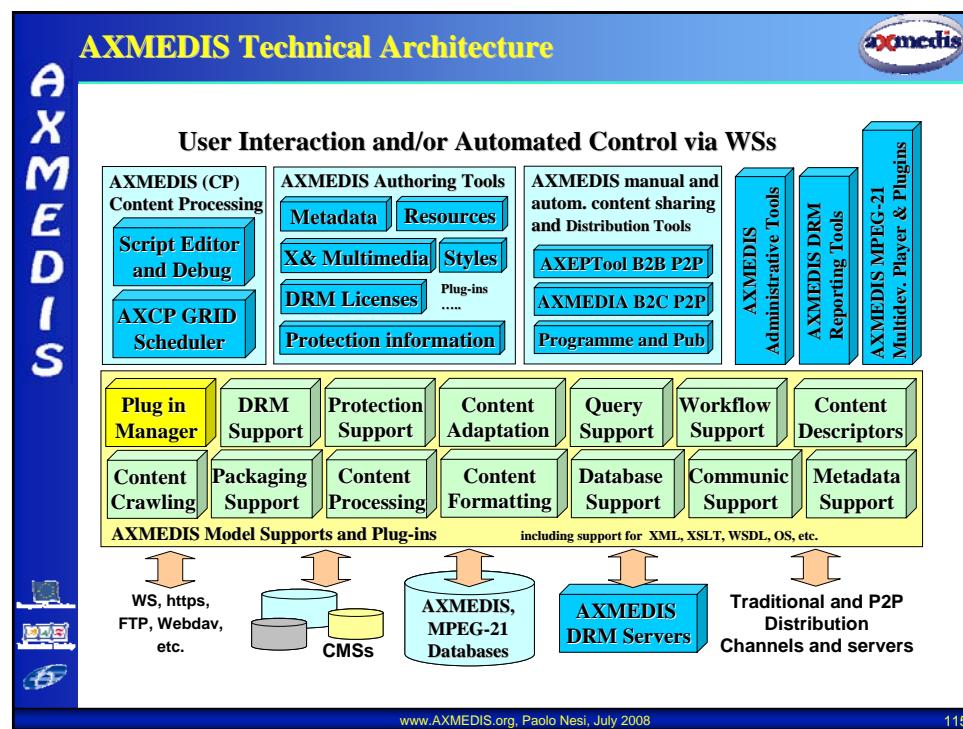
- Content Distributors
- Content Providers
- Content Integrator, editors
- IT Companies
- Telecom Operators
- Broadcasters
- Collecting societies
- Associations
- Research institutions
- Cultural Institutions
- Etc.

**Solutions:** Two main outcomes are shown:
 

- A yellow oval labeled "trials, and channels" connected to the partners.
- A grey oval labeled "AXMEDIS Based solutions" connected to the framework.

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**Coverage**

This table provides a coverage matrix for different devices and models, listing supported features across various categories.

Device for player	Models	CAS	DRM	Accounting, rep.	Player	Down., Stream., PDown.	Automated back office
PC	VOD, PPV, Counting, Periodic, subscription, ....	--	Yes	Yes	Yes	D,S,PD	Yes
STB/PVR		Yes	Yes	Yes	AXOM	D,S,PD	Yes
PDA		--	Yes	Yes	Yes	D	Yes
Mobile		Yes	Yes	Yes	Yes	D, PD	Yes
IPTV/STB		Yes	Yes	Yes	AXOM	any	Yes
webTV		--	Yes	Yes	Yes	D, PD	Yes
Social network		--	Yes	Yes	D, PD	Yes	
UGC		--	Yes	Yes	Yes	--	Yes
P2P		--	Yes	Yes	Yes	D, PD	Yes

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- **A unique framework for all**
  - ◆ Cross Media Content and tools
  - ◆ Backoffice Automation
  - ◆ Standards
  - ◆ Open platforms
  - ◆ Interoperability on content
  - ◆ Interoperability on devices/players
  - ◆ Interoperability on DRM
- **The added value to your business!**



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- Click on these links to download the videos
- editor-new5b.wmv
  - ◆ [http://www.axmedis.org/documenti/view\\_documenti.php?doc\\_id=3643](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3643)
- play5-N.wmv
  - ◆ [http://www.axmedis.org/documenti/view\\_documenti.php?doc\\_id=3645](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3645)
- play5-VIDEO-NESI.wmv
  - ◆ [http://www.axmedis.org/documenti/view\\_documenti.php?doc\\_id=3671](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3671)
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  - ◆ [http://www.axmedis.org/documenti/view\\_documenti.php?doc\\_id=3669](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3669)
- pda-player-medium.wmv
  - ◆ [http://www.axmedis.org/documenti/view\\_documenti.php?doc\\_id=3668](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3668)
- sat-dist-with-audio.wmv
  - ◆ [http://www.axmedis.org/documenti/view\\_documenti.php?doc\\_id=3667](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3667)
- kiosk.wmv
  - ◆ [http://www.axmedis.org/documenti/view\\_documenti.php?doc\\_id=3848](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3848)
- AXELTEO-TEO-STB-demo.wmv
  - ◆ [http://www.axmedis.org/documenti/view\\_documenti.php?doc\\_id=3670](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3670)
- ELION-enduser-nesi.wmv
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- bbc-user4.wmv
  - ◆ [http://www.axmedis.org/documenti/view\\_documenti.php?doc\\_id=3672](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3672)
- siae-presentation-short-July2007-new-nov07.wmv
  - ◆ [http://www.axmedis.org/documenti/view\\_documenti.php?doc\\_id=3651](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3651)

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**Technical Notes**



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[AXMEDIS Object model](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3845)

[AXMEDIS Automated Content processing](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3624)

[AXMEDIS P2P](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3612)

[AXMEDIS DRM](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3616)

[AXDRM how to use on a portal](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3616)

[Video on demand and STB, TEO show case](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3738)

[Content on demand on Internet, ELION show case](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3745)

[Content distribution via Satellite Data broadcast  
EUTELSAT Case](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3820)



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**Please download AXMEDIS Tools**



[AXMEDIS PC player:](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3715)

[AXMEDIS PC player with SKIN](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3716)

[AXMEDIS PC player, Active X and .Net](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3717)

[AXMEDIS PC player for EUTELSAT OPENSKY:](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3767)

[AXMEDIS Editor:](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3720)

[AXMEDIS content production tools \(includes the above AXMEDIS Editor\):](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3722)

[PDA player:](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3842)

[PDA content:](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3748)

[P2P Client tool AXEPTTool:](http://www.axmedis.org/documenti/view_documenti.php?doc_id=3840)



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**Contact Information**

**AXMEDIS**

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