

MediaMixer:

Community set-up and networking for the reMIXing of online MEDIA fragments

The main rationale of MediaMixer is to set up and sustain a community of video producers, hosters, and redistributors who will be supported in the adoption of semantic multimedia technology in their systems and workflows to build a European market for media fragment re-purposing and re-selling.

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FP7-318101

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Contract type:
Support Action

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While we have already established, traditional markets for complete videos, e.g. in stock footage portals, media libraries or TV archives, where entire videos may be found and also purchased for re-use in new media production situations, these markets do not permit the easy purchase or sale of smaller fragments of AV materials.

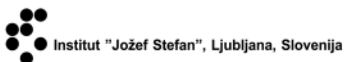
The MediaMixer CA will address this deficit by showing the vision of a media fragment market (the MediaMixer) to the European media production, library, TV archive, news production, e-learning and UGC portal industries. We will demonstrate the achievable benefits enabled by the creation, repurposing and reuse of digital contents across borders on the Web, where media fragments are intelligent digital objects, identified and classified at a highly granular degree, integrated with knowledge management, and connected at Web-scale.

The objective of MediaMixer is to set up and sustain a community of video producers, hosters, and redistributors who will be supported in the adoption of semantic multimedia technology in their systems and workflows to build a European market for media fragment re-purposing and reselling.

Networking with the community will ensure that research results and technology development truly meets the industry requirements and reflects real world use cases.

Demonstrators in media production, news reporting and e-learning will highlight the technology value, with a wider impact achieved through the support of media industry experts and associations to present these results to their members.

A number of events will be organised to network the industry members with the research experts of MediaMixer and facilitate technology transfer (by information days and training), and an online portal will drive the geographically distributed community and act as a central access point to tools, materials, use cases, demos and presentations.



MediaMixer will set up a community and network industry and research such that the media industry actors will be enabled to directly benefit from these semantic multimedia functionalities.

Through a mix of online portal and collaborative events there will be a two way communication process between research and industry to overcome the prior barriers to uptake and address a lack of awareness of the potential of the technology among the industry, through the actions:

- **Collect and analyse the requirements of the industry** for media asset handling, storage, retrieval and provision to customers from both the media owner and consumer perspective;
- **Collect and analyse use cases** from the industry for re-use of media assets while respecting current workflows and IT systems, skill sets of employees, and business models;
- **Produce and highlight materials** – documents, presentations and videos – which communicate clearly the benefits of semantic media technology for the media owner and consumer, aligned with their requirements and use cases;
- **Creation of appropriate APIs, software, tools and services** around semantic multimedia analysis, annotation, storage, retrieval, processing, provision and rights respecting purchase and re-use;
- **Provision of software and service documentation and training** material addressing industry existing knowledge and processes, to ensure no barriers to technology uptake;
- **Online demonstrators** of small scale prototypes with the industry partners of MediaMixer to concretely highlight technology benefits and steps to application in media news reporting, e-learning delivery and media asset production;
- **One-to-one and group meetings** between research and industry partners for information days, technology presentation, demos, training and feedback cycles;
- **A MediaMixer online portal** collecting all materials, communicating with the community, gathering feedback and discussion and sustained at the end of the project.