Multimedia Content Annotations for Rapid Exploitation in Multi-Screen Environments

Co-funded by the European Union

Kemal Görgülü

27. FKTG Fachtagung, 11. Mai 2016

Wie bitte? ***Dazu gleich mehr…***

Wer? *Das Konsortium*

Mecanex

FLYING EYE

FLYING EYE

ΕΠΙΣΕΥ ICCS

LUCE 96 1924 -2014

noterik

vci Velti Center for Innovation

Fraunhofer FOKUS

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HORIZON 2020

Wann? *01/2015 – 06/2016*

Mecanex

FLYING EYE

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HORIZON 2020

Was? *Scope*

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Multimedia Content Annotations for Rapid Exploitation in **Multi-Screen Environments**

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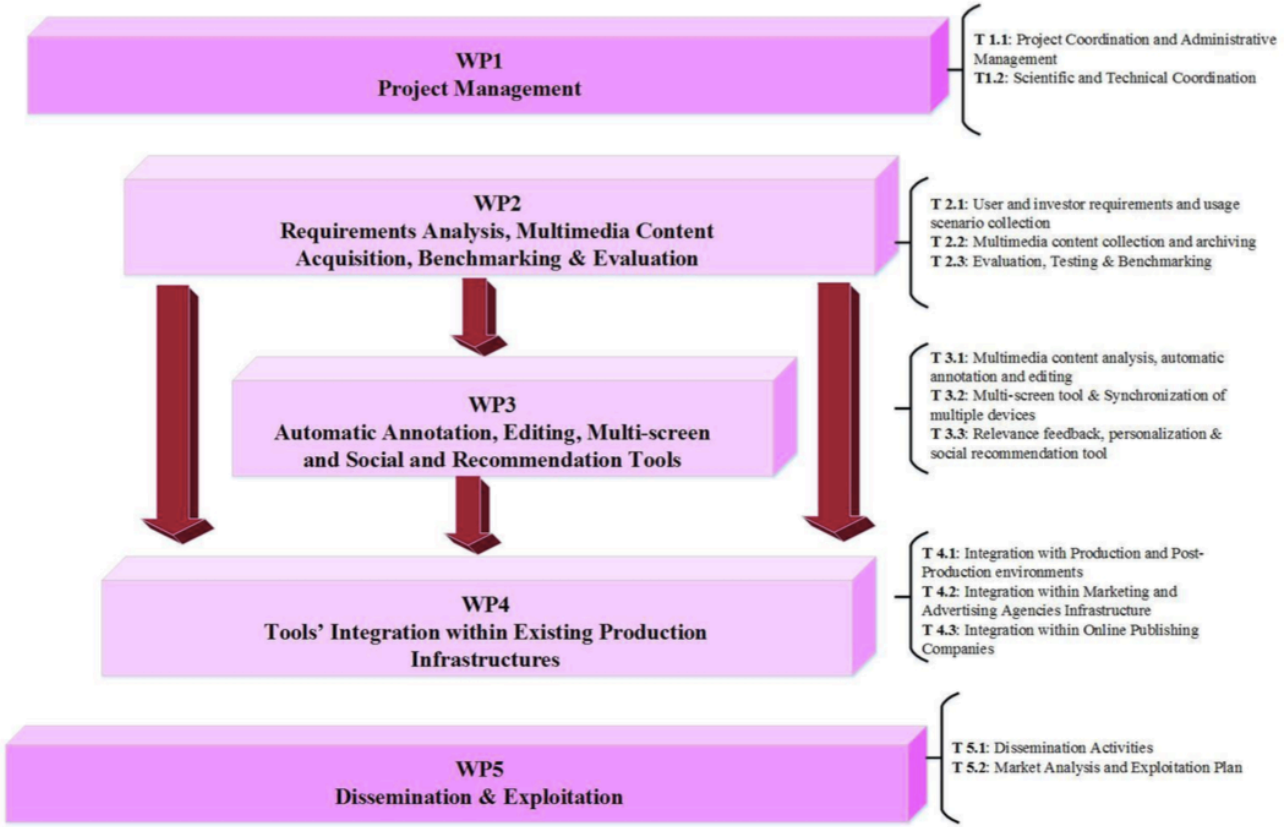
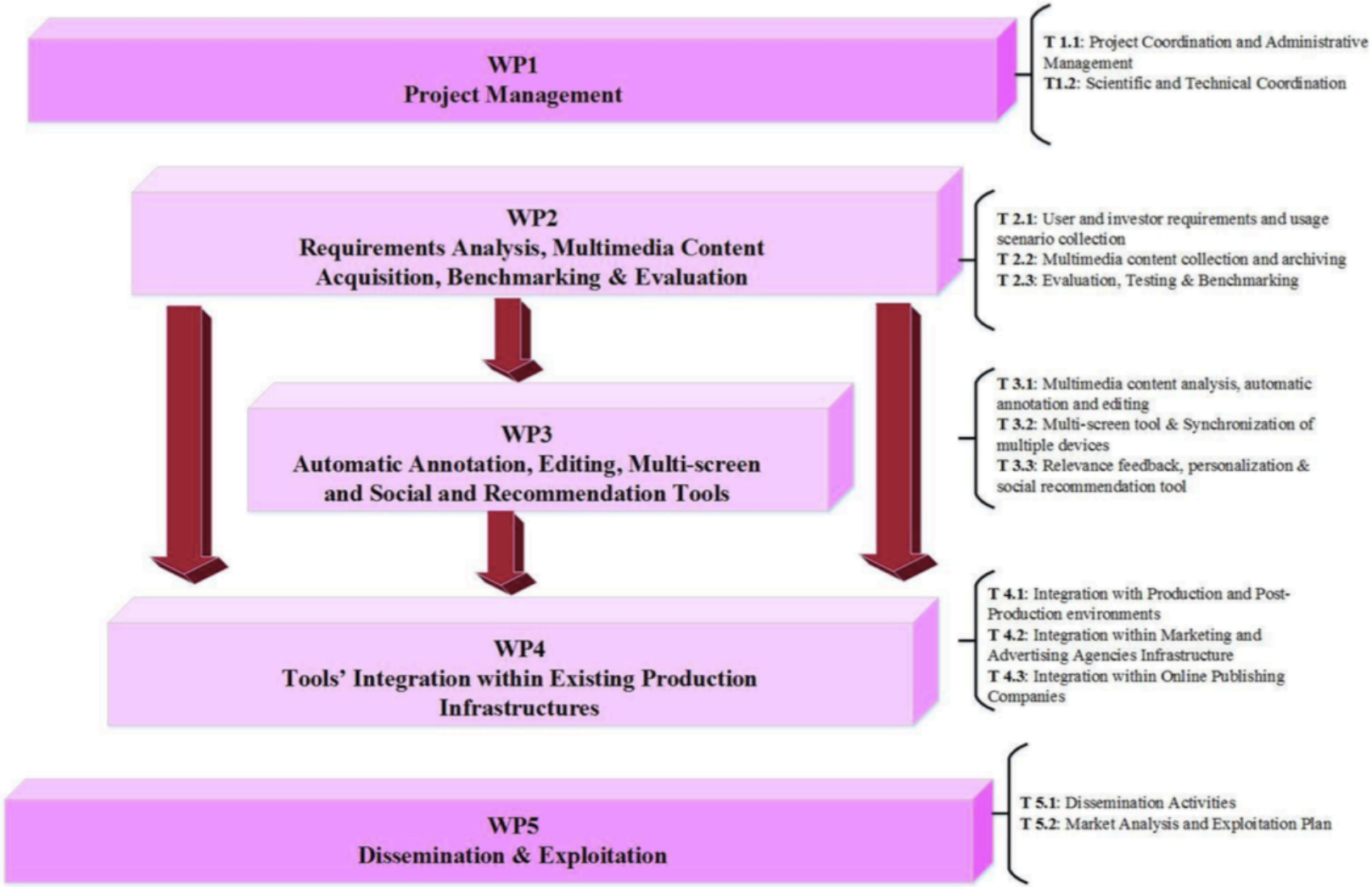
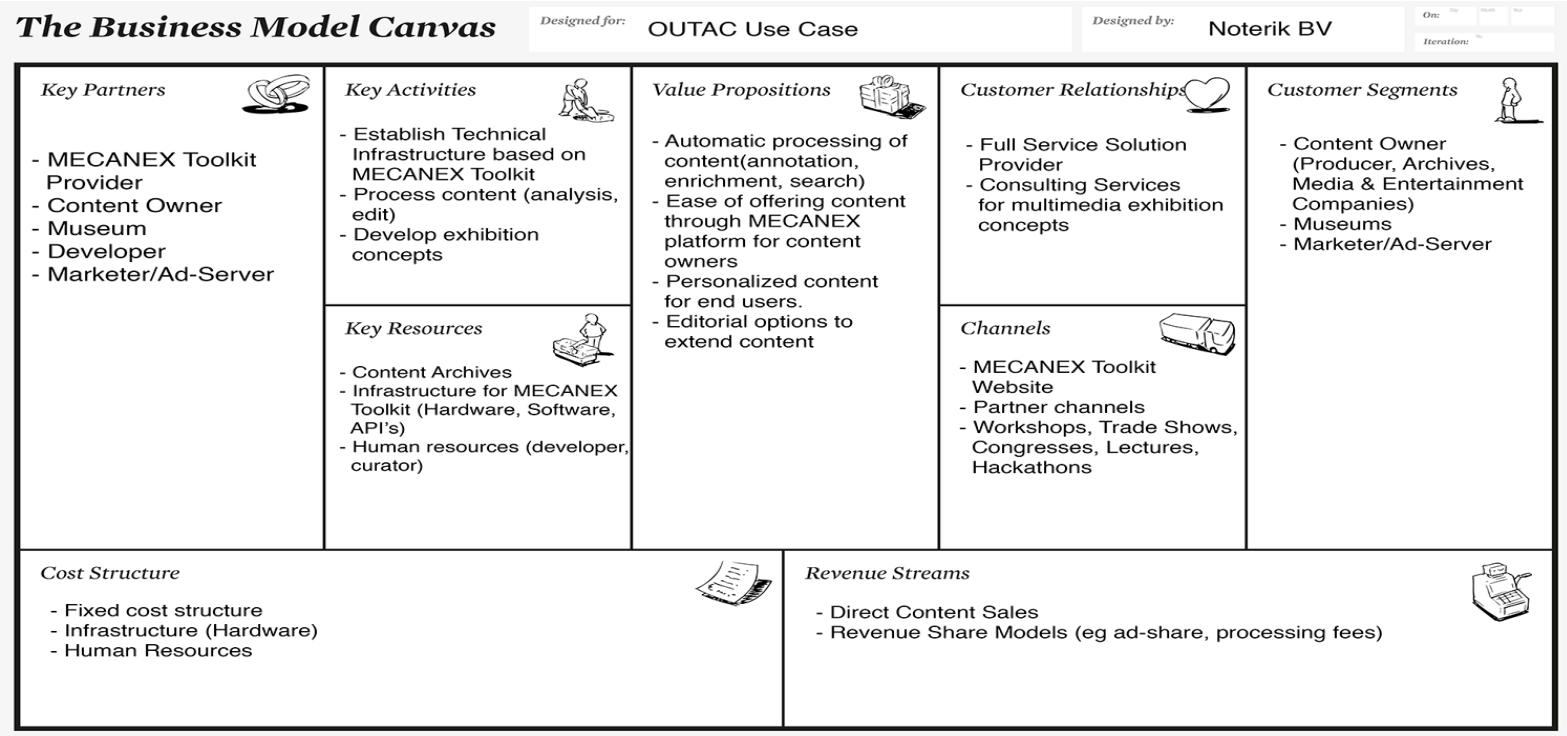
Was? *Arbeitspakete*




WP1
Project Management
T 1.1: Project Coordination and Administrative Management
T1.2: Scientific and Technical Coordination
WP2
Requirements Analysis, Multimedia Content Acquisition, Benchmarking & Evaluation
T 2.1: User and investor requirements and usage scenario collection
T 2.2: Multimedia content collection and archiving
T 2.3: Evaluation, Testing & Benchmarking
WP3
Automatic Annotation, Editing, Multi-screen and Social and Recommendation Tools
T 3.1: Multimedia content analysis, automatic annotation and editing
T 3.2: Multi-screen tool & Synchronization of multiple devices
T 3.3: Relevance feedback, personalization & social recommendation tool
WP4
Tools' Integration within Existing Production Infrastructures
T 4.1: Integration with Production and Post-Production environments
T 4.2: Integration within Marketing and Advertising Agencies Infrastructure
T 4.3: Integration within Online Publishing Companies
WP5
Dissemination & Exploitation
T 5.1: Dissemination Activities
T 5.2: Market Analysis and Exploitation Plan

Was? *Schwerpunkte*

Was? Businessmodelle



The Business Model Canvas

Designed for: OUTAC Use Case

Designed by: Noterik BV

On: Iteration:

Key Partners

- MECANEX Toolkit Provider
- Content Owner
- Museum
- Developer
- Marketer/Ad-Server

Key Activities

- Establish Technical Infrastructure based on MECANEX Toolkit
- Process content (analysis, edit)
- Develop exhibition concepts

Key Resources

- Content Archives
- Infrastructure for MECANEX Toolkit (Hardware, Software, API's)
- Human resources (developer, curator)

Value Propositions

- Automatic processing of content(annotation, enrichment, search)
- Ease of offering content through MECANEX platform for content owners
- Personalized content for end users.
- Editorial options to extend content

Customer Relationships

- Full Service Solution Provider
- Consulting Services for multimedia exhibition concepts

Channels

- MECANEX Toolkit Website
- Partner channels
- Workshops, Trade Shows, Congresses, Lectures, Hackathons

Customer Segments

- Content Owner (Producer, Archives, Media & Entertainment Companies)
- Museums
- Marketer/Ad-Server

Cost Structure

- Fixed cost structure
- Infrastructure (Hardware)
- Human Resources

Revenue Streams

- Direct Content Sales
- Revenue Share Models (eg ad-share, processing fees)

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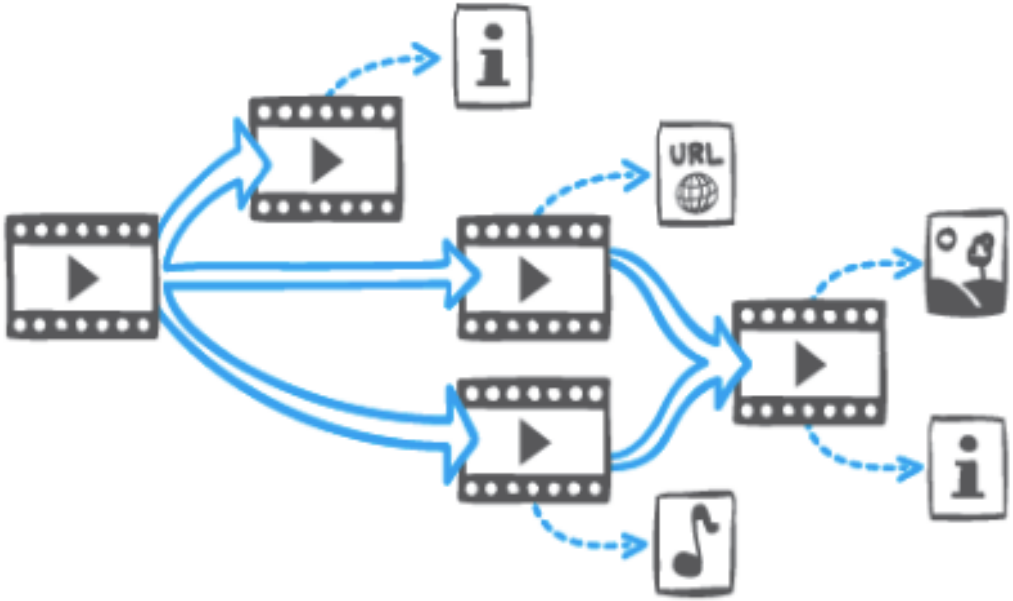
Was? *Ergebnisse*



MECANEX Tools: Übersicht

- Automatic Feature Extraction & Video Annotations Tool
- Content Enrichment Tool
- Editorial Tool
- Social Recommendations & Personalization Tool
- Advertisement Tool
- Management Dashboard für Content Management Workflow & Integration

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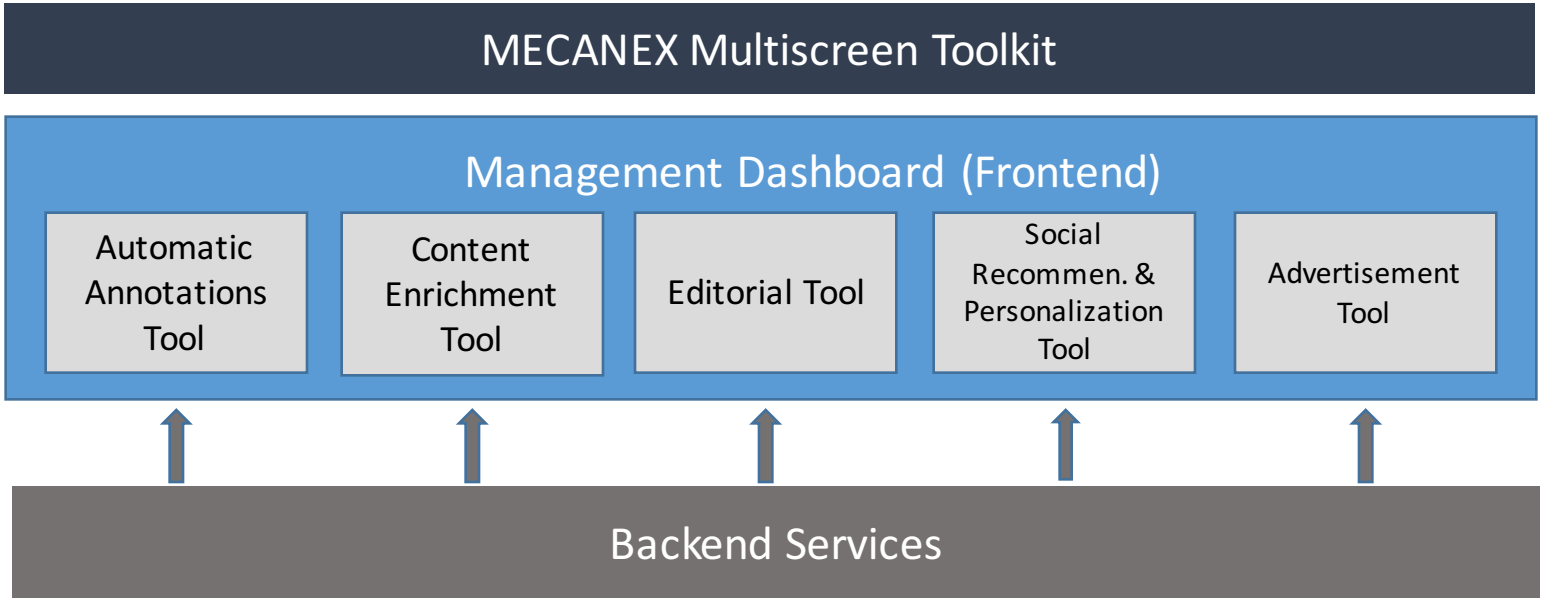
MECANEX Tools: Übersicht



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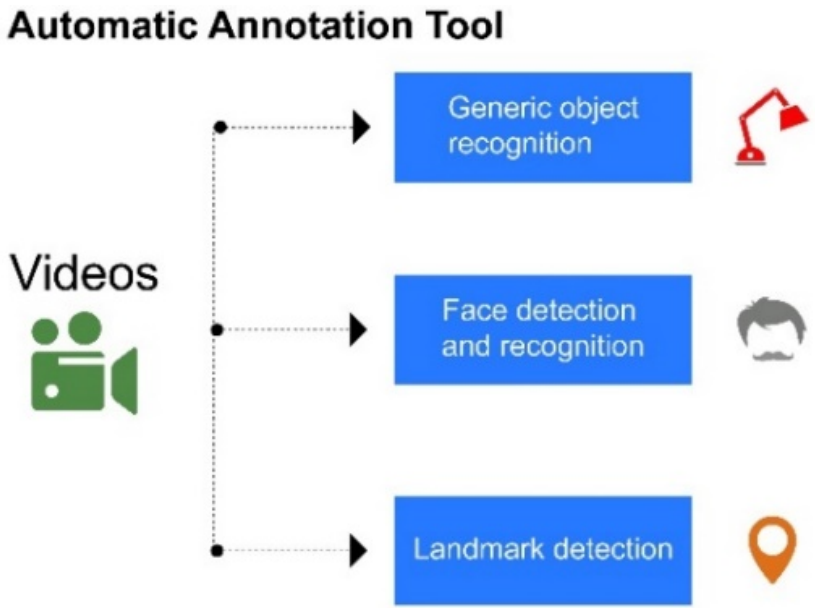
MECANEX Tools: AAT



Annotations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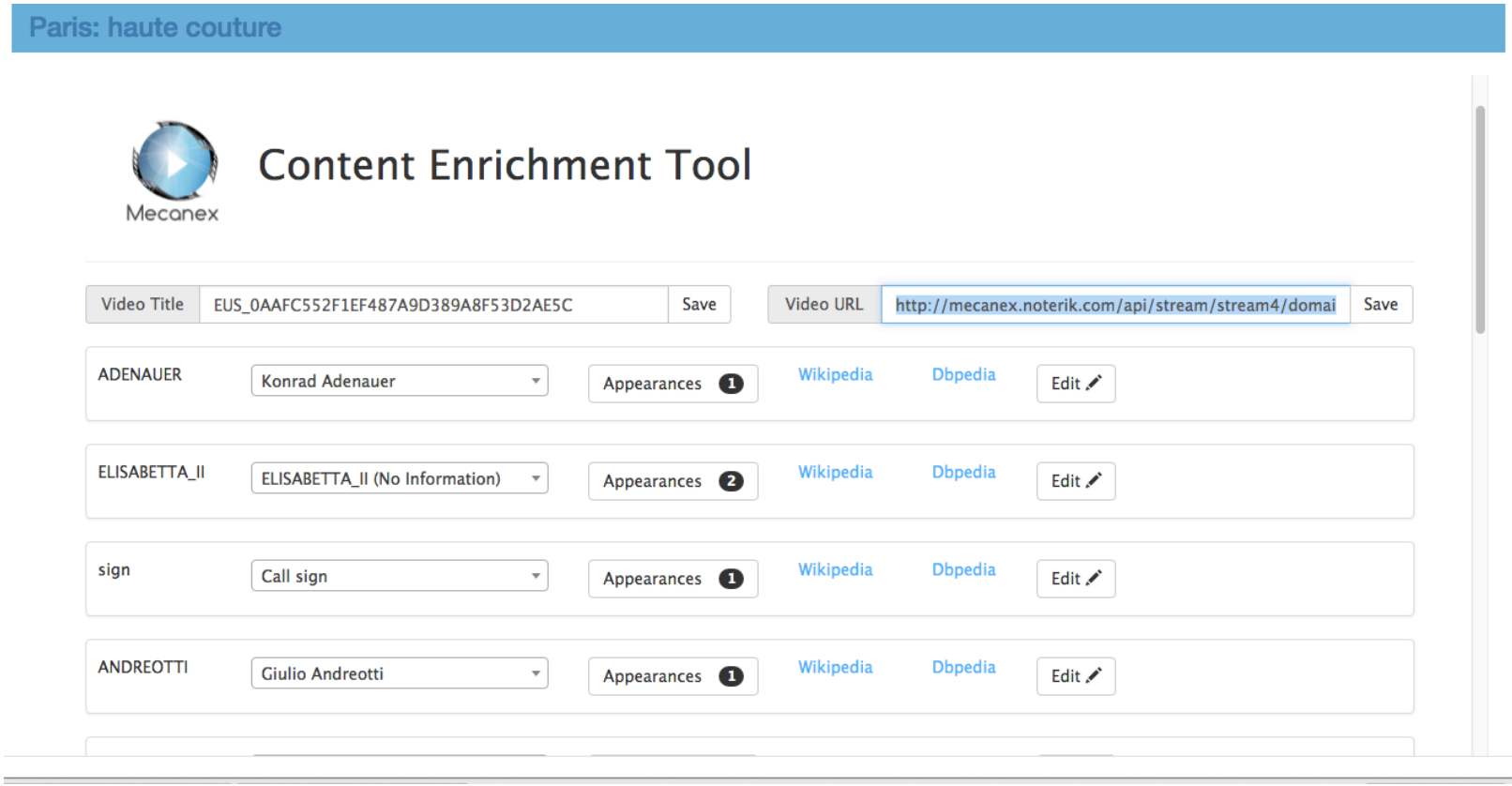
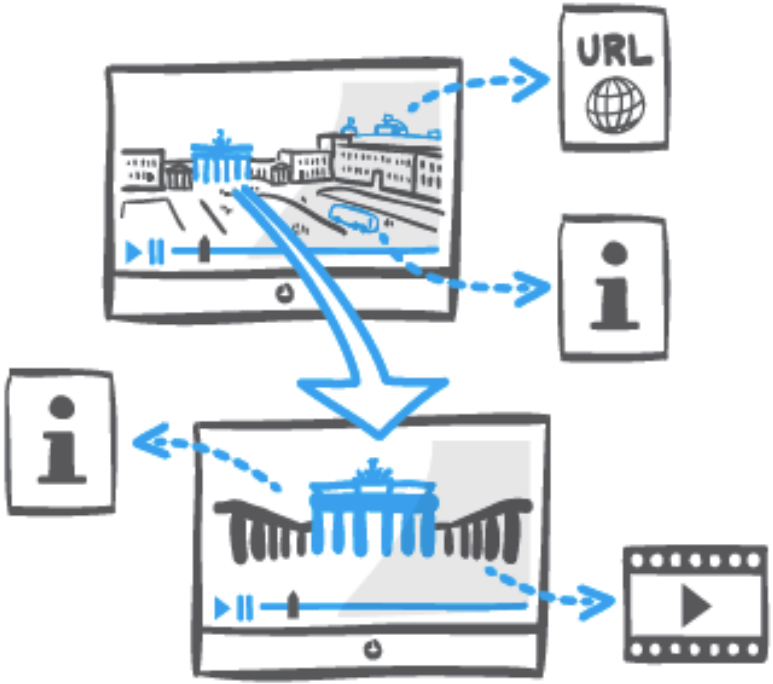
MECANEX Tools: CET



MECANEX Tools: CET



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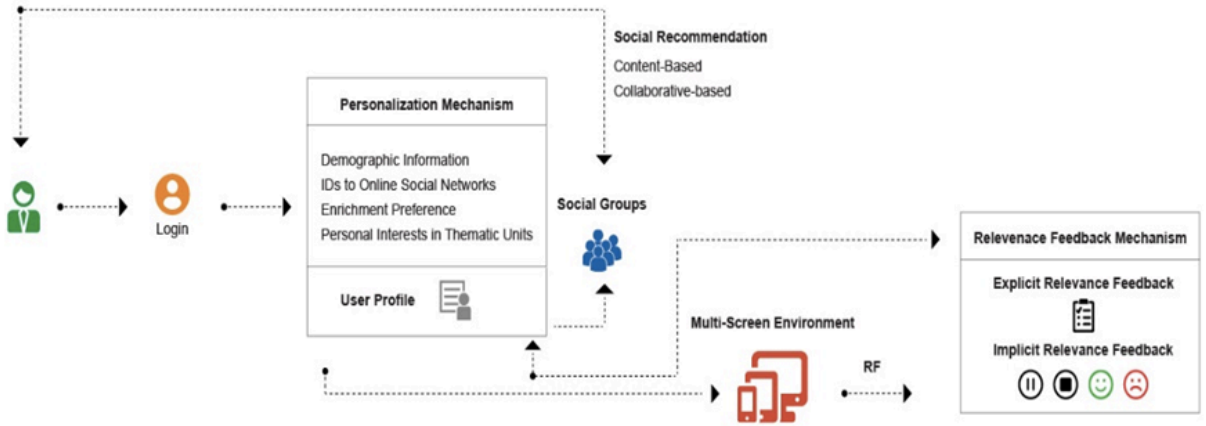
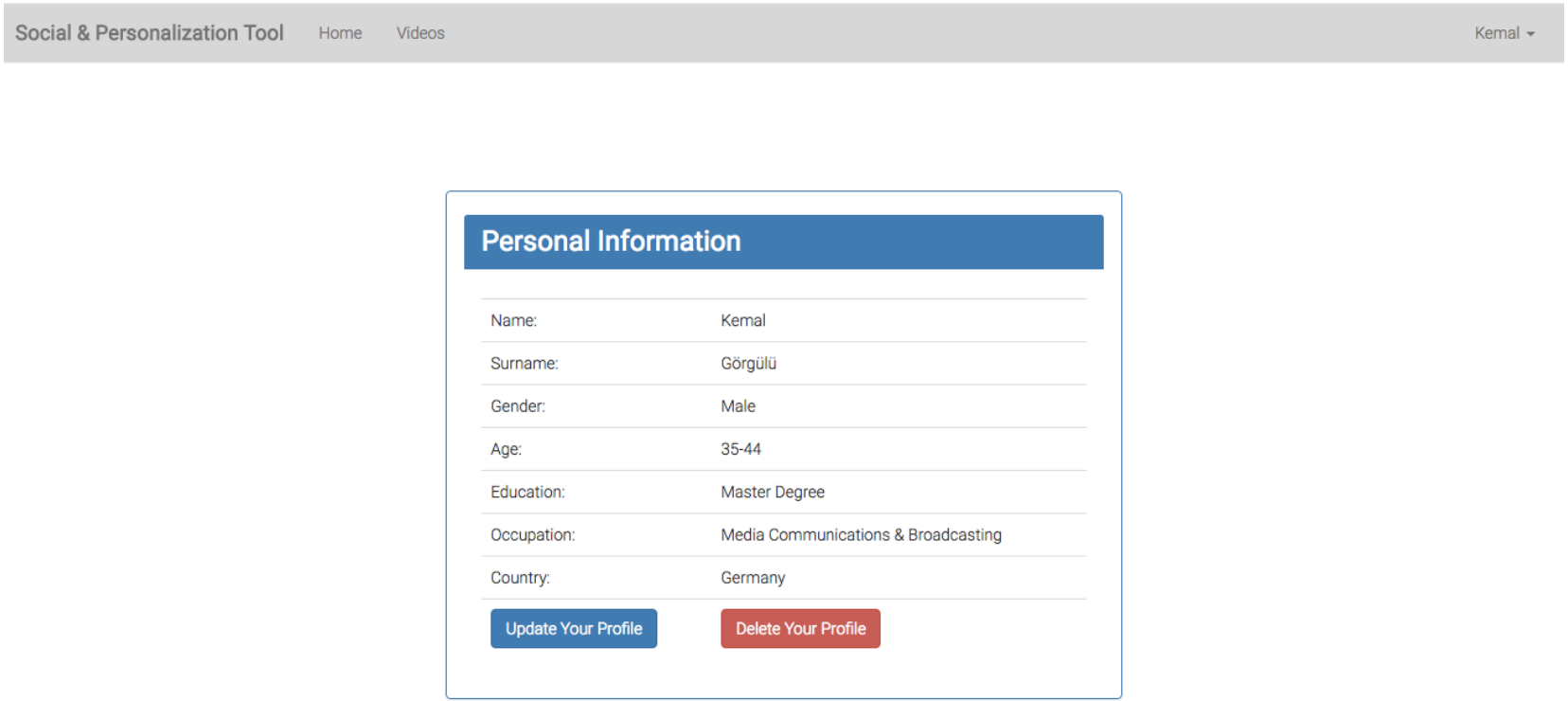
MECANEX Tools: SP Tool

Social & Personalization Tool Home Login Register

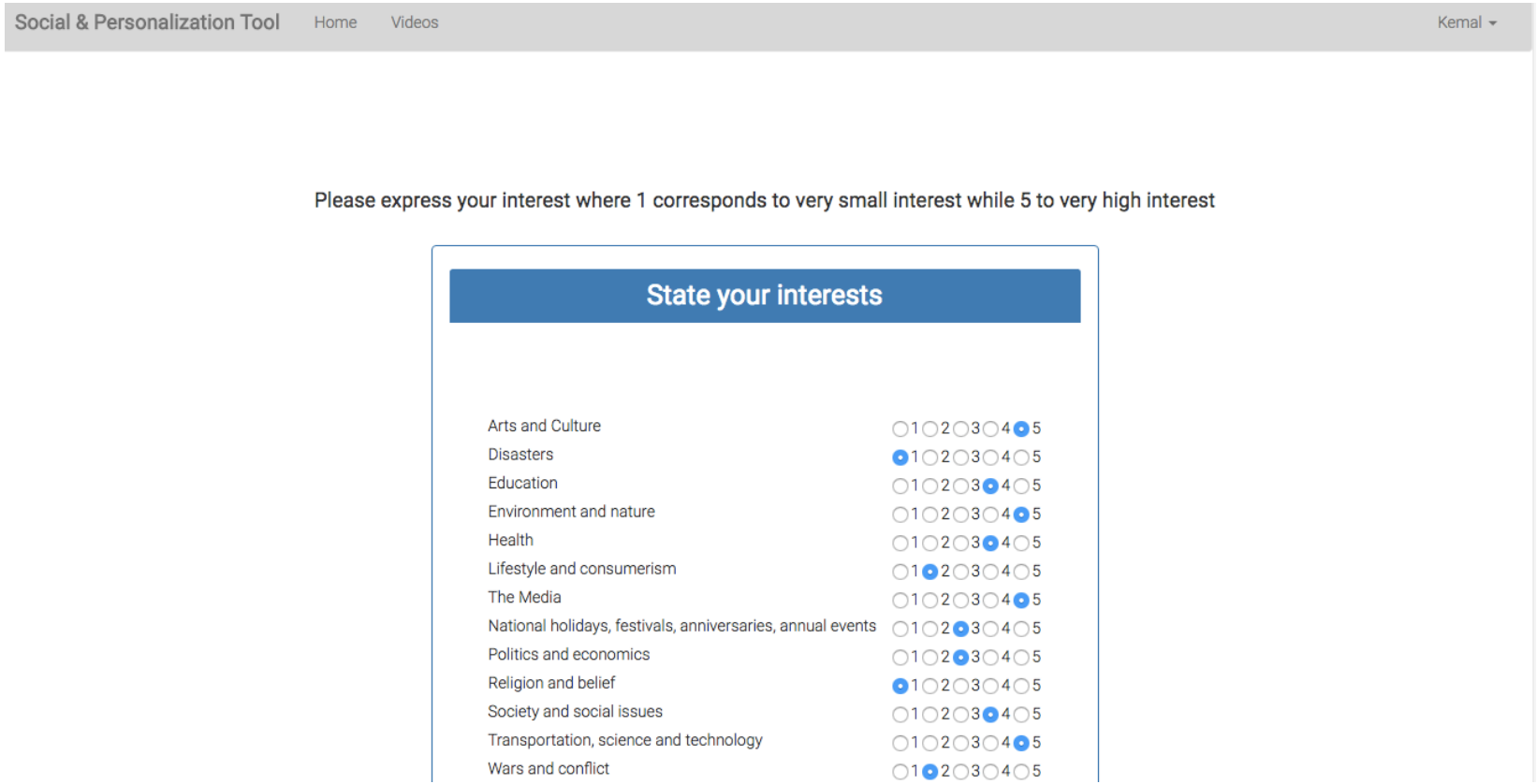
Welcome to the Personalized Experience Mechanism



MECANEX Tools: SP Tool



MECANEX Tools: SP Tool

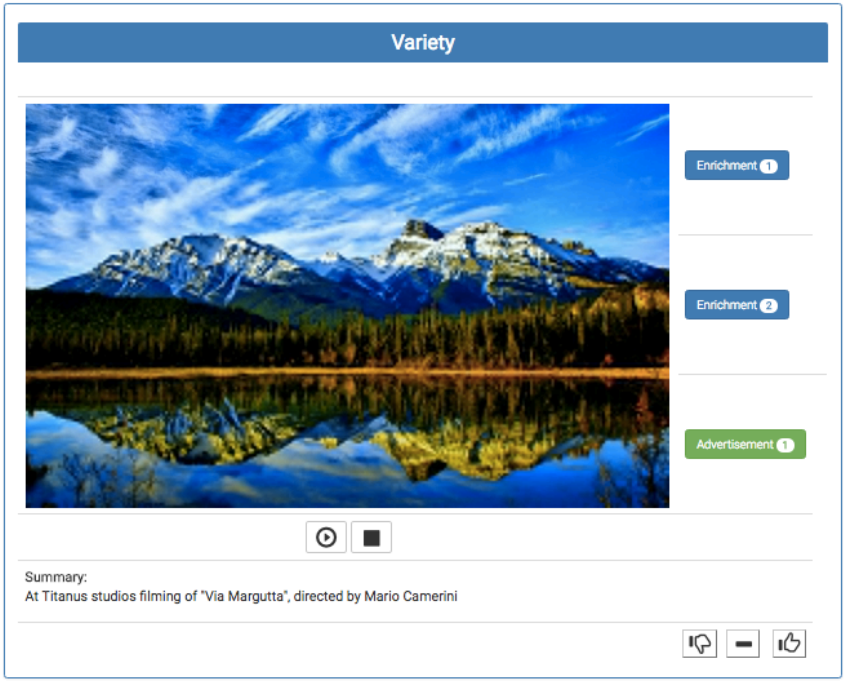


MECANEX Tools: SP Tool

Videos Recommended for you

Video	Title
413	Variety
767	Variety
2549	Variety
288	Variety
2117	Variety
2112	At school with cinema
1364	A school for the cinema
522	Variety

MECANEX Tools: SP Tool



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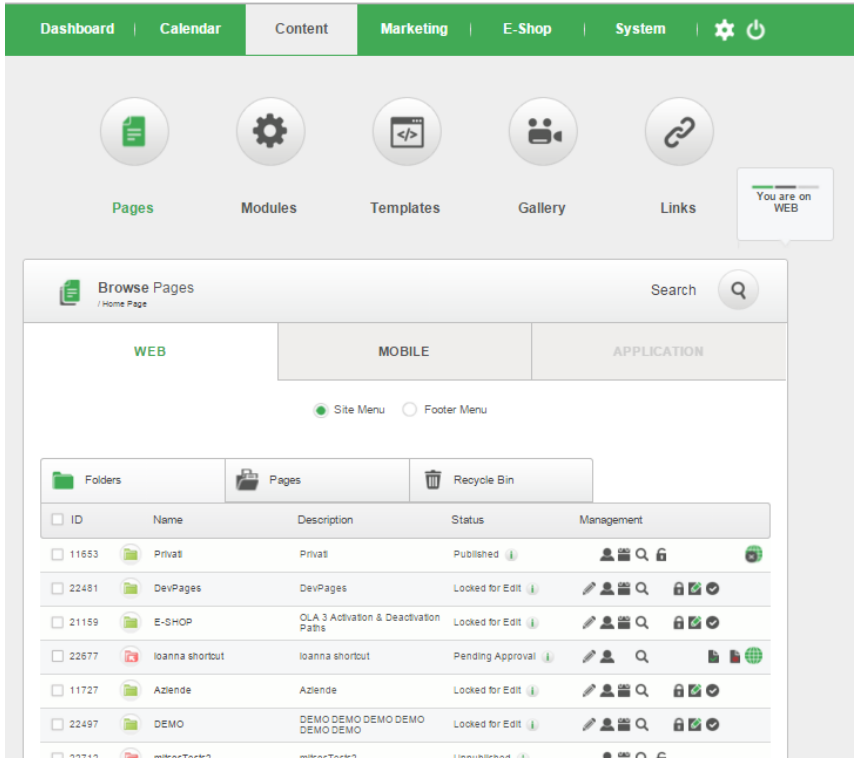
MECANEX Tools: Ad Tool



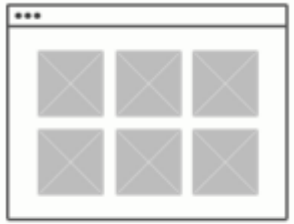
- Auf Basis des SP Tools: Targeted and personalized advertising campaigns
- Promotion Management
- Steuerung und Auslieferung von Werbungen in Multiscreen Umgebungen
- Mandatenfähigkeit

MECANEX Tools: Ad Tool

Html

Hero

Tab



Tiles

Grid

Media

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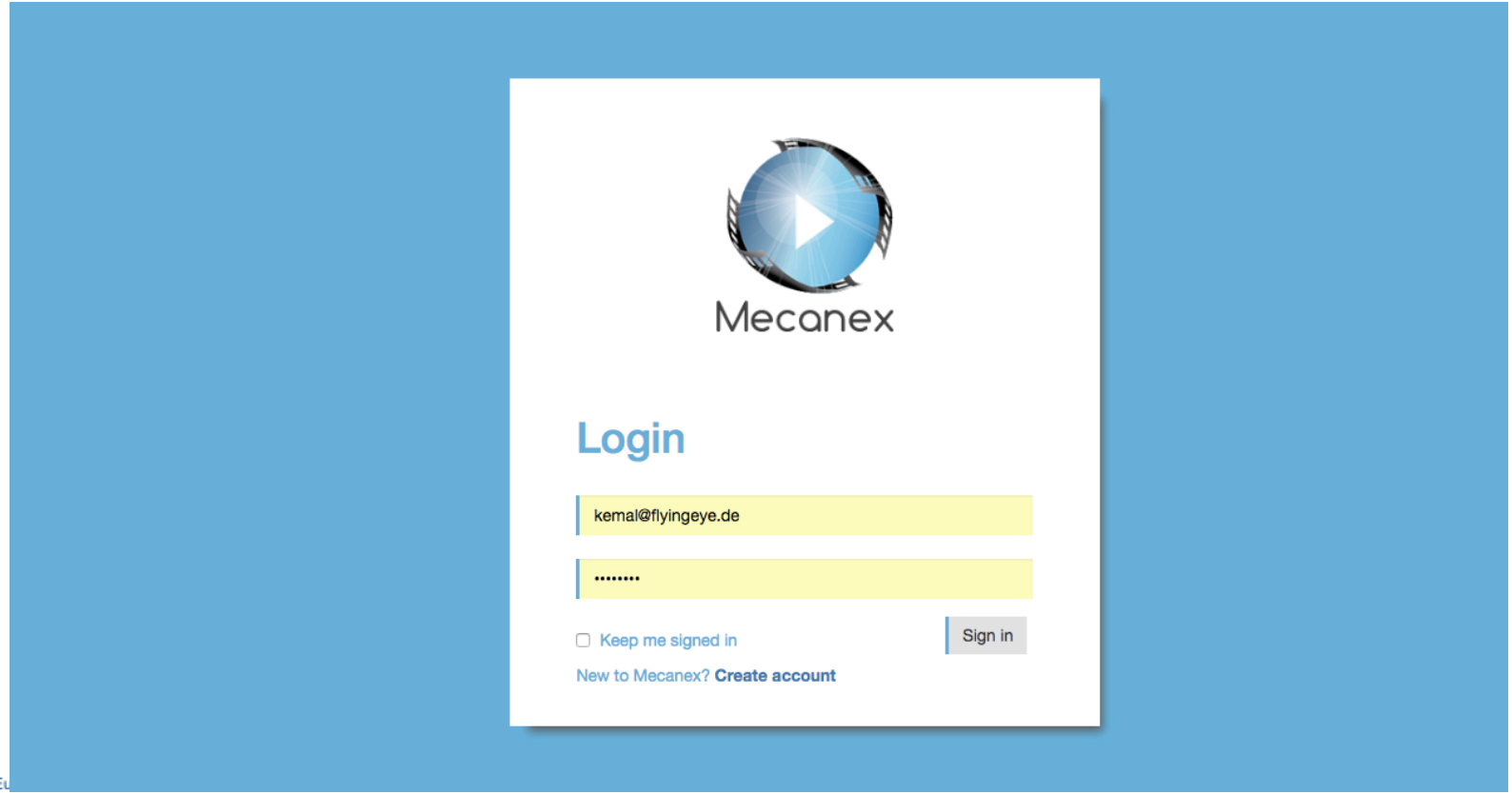
MECANEX Tools: Management Dashboard

The dashboard is designed as a **workflow tool** to guide licensors (B2B) from start to end

MECANEX Tools: Management Dashboard



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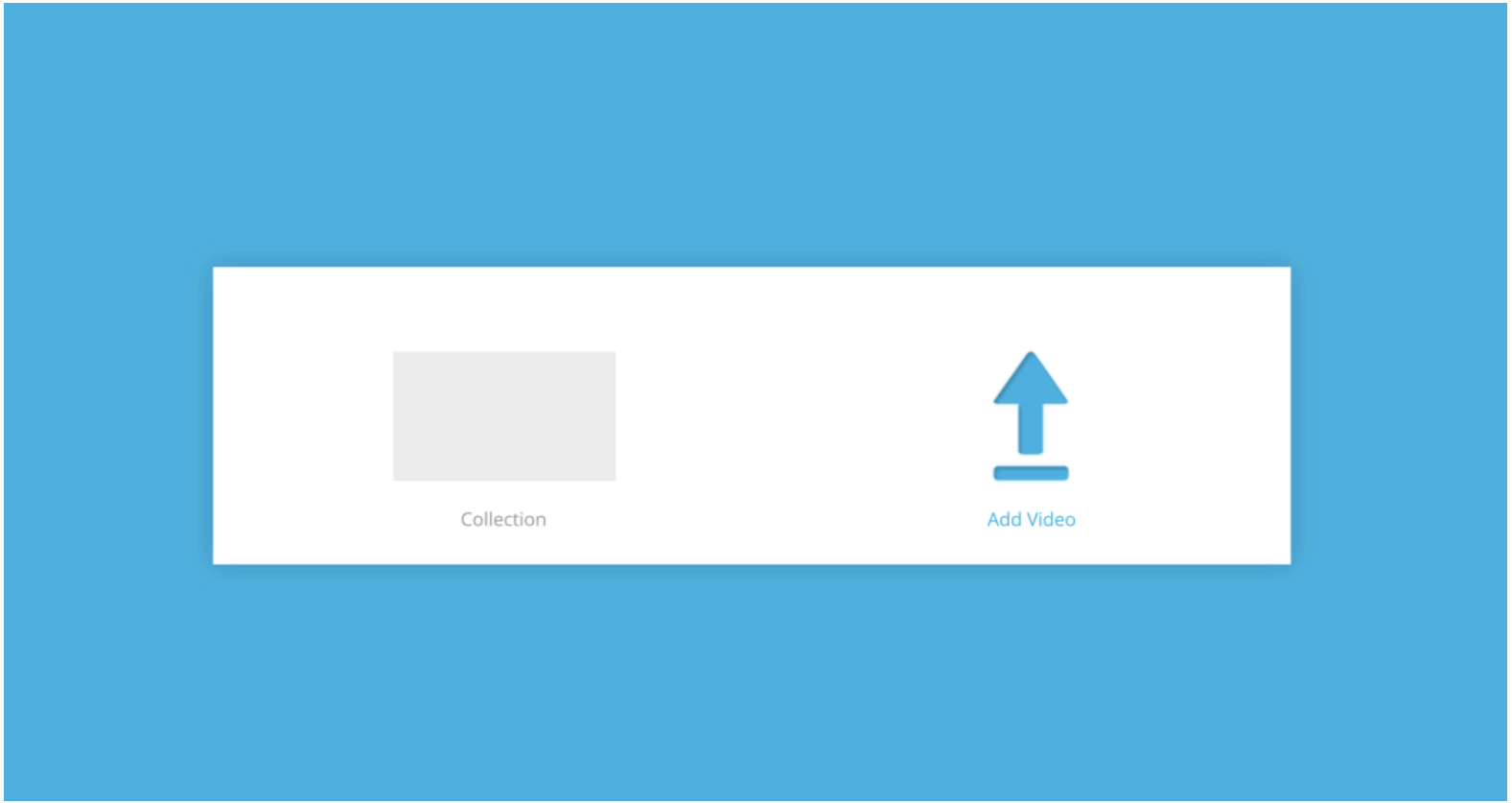

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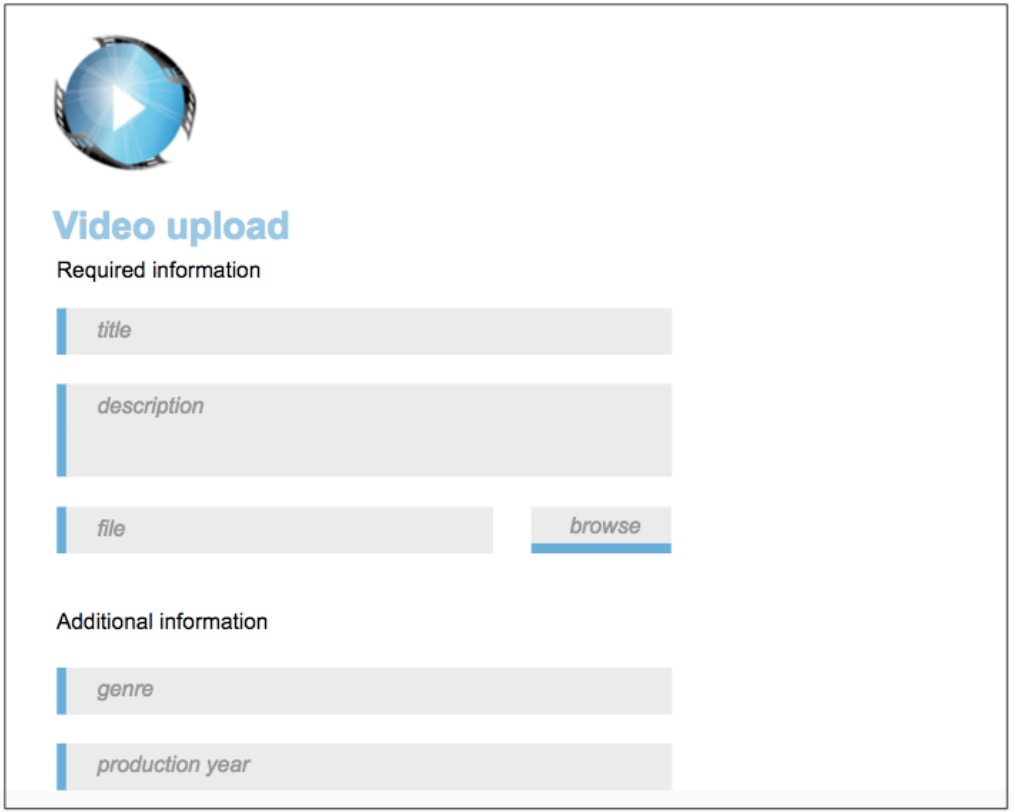

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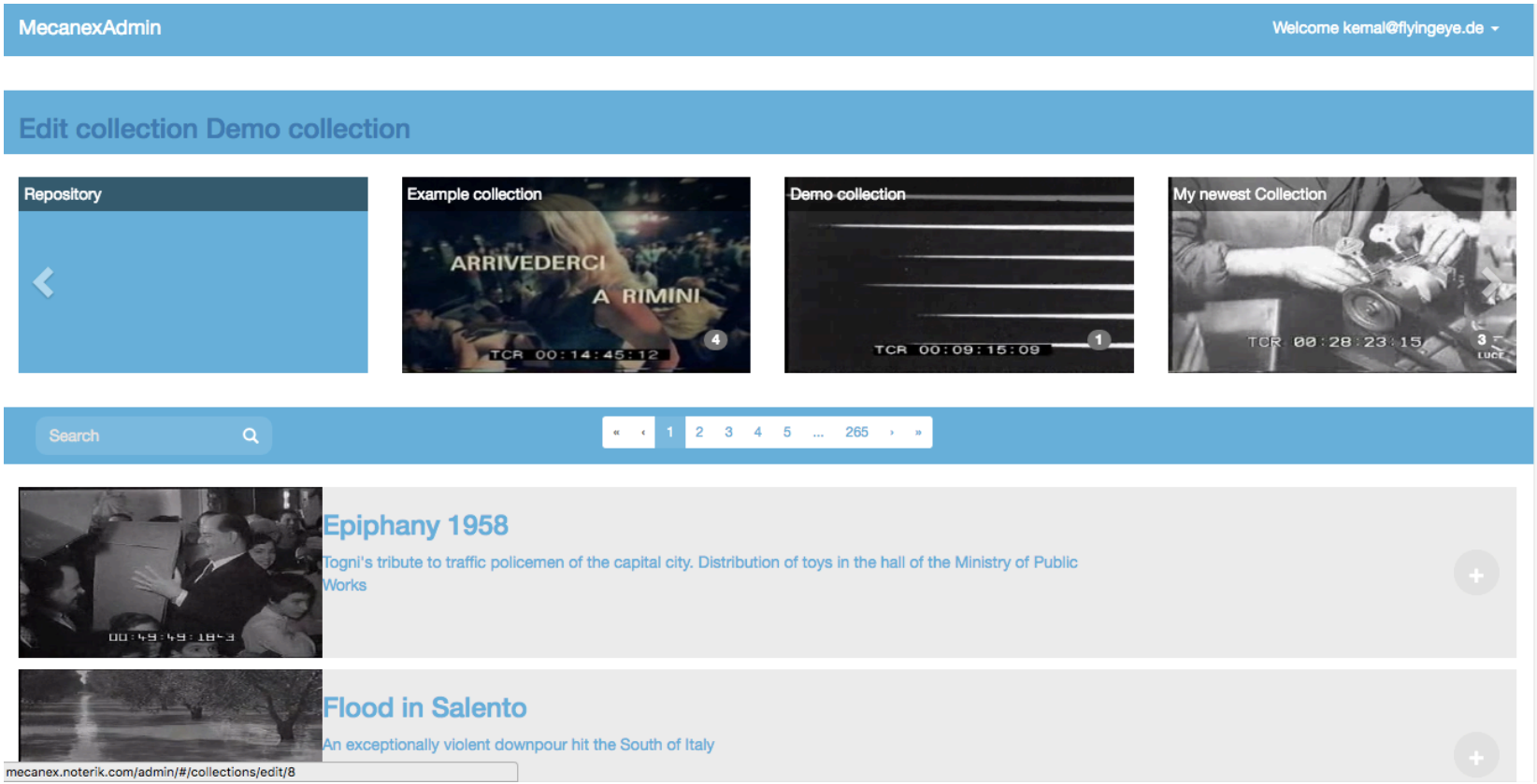

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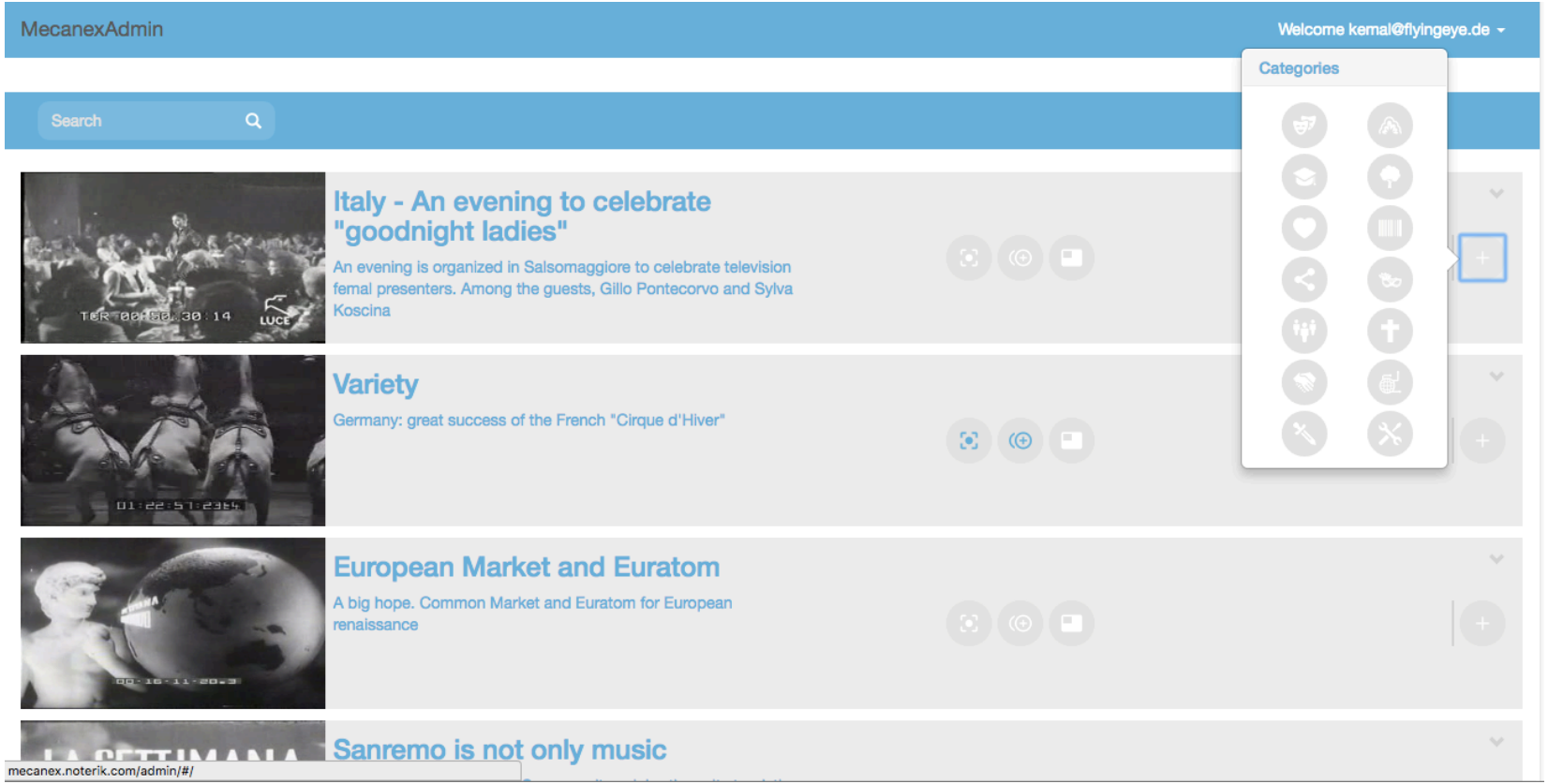
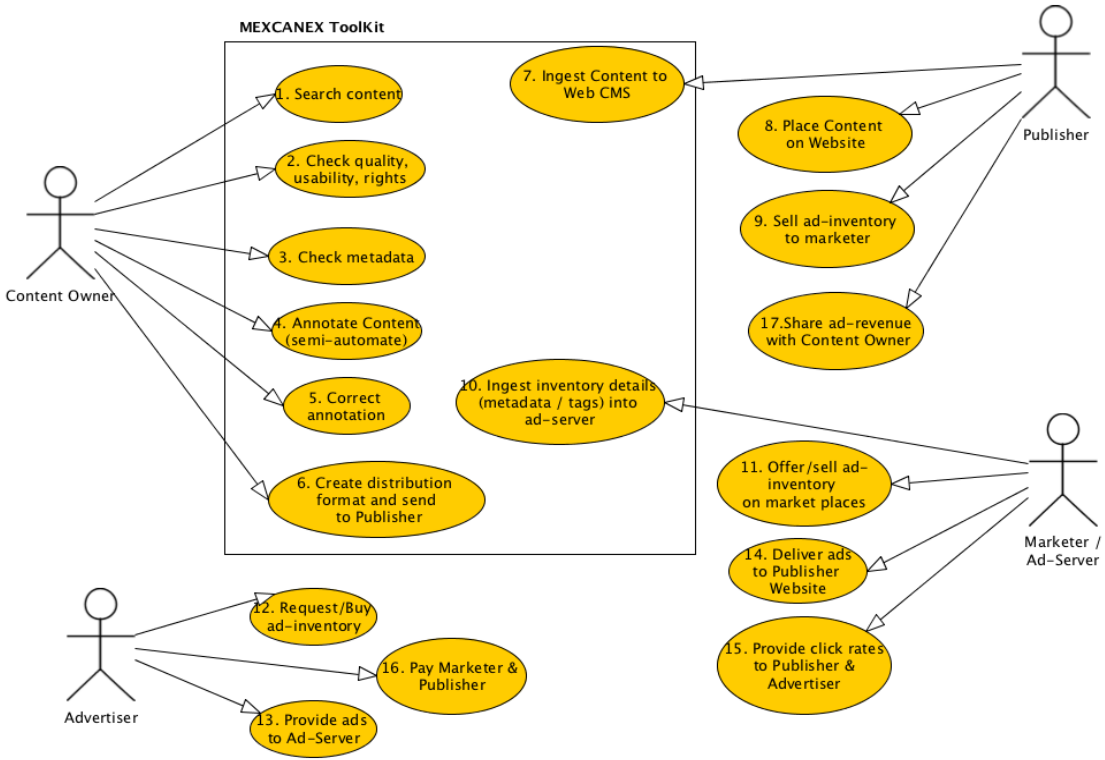


MECANEX Tools: Management Dashboard

Use Cases

Use Case: Content Syndication

Content Syndication using MECANEX Toolkit



www.mecanex.eu

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Impressionen während des Vortrags von Kemal Görgülü

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HELMHOLTZ
ZENTRUM FÜR
UMWELTFORSCHUNG
UFZ