Semantics and the media sector in 2014

Towards enabling intelligent media services for a better world

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Media in 2014

- Media is not tied to a particular device but available everywhere (radio != radio)
- Traditional and Internet media will not be distinguished (think YouTubeTV)
- Delivery with added data services will be normal (see the music)
- One click purchasing and media libraries “in the cloud”
- Social media overtakes personal media, monetarised by advertising/merchandising

Media services in 2014

- EPGs will be fancier (think RIA)
- Widgets on the TV screen (Yahoo! Widget! Channel!)
- Personalised TV show recommendations
- User-targeted advertising

Media semantics in 2014

- Multimedia ontologies in the standardization phase
- Multimedia analysis and annotation will be parallel and large scale
- Multimedia tools reaching maturity for the market
- We will be on the cusp of rich, intelligent added value services marketed with media delivery (TV, radio, images and models)