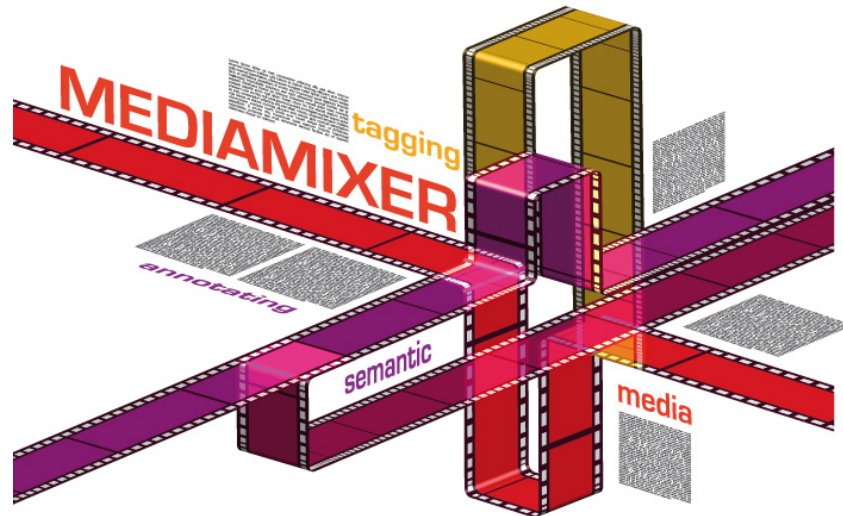


What is Media Mixing?

Why do we need innovative multimedia solutions?



Lyndon Nixon

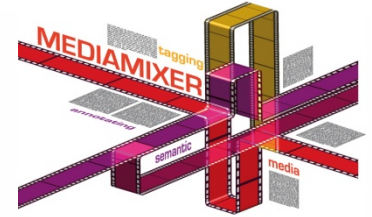
MODUL University Vienna

lyndon.nixon@modul.ac.at

MediaMixer Innovation Day @ InKT 2014

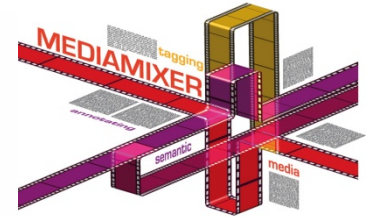
April 4, 2014 London, UK

Welcome!

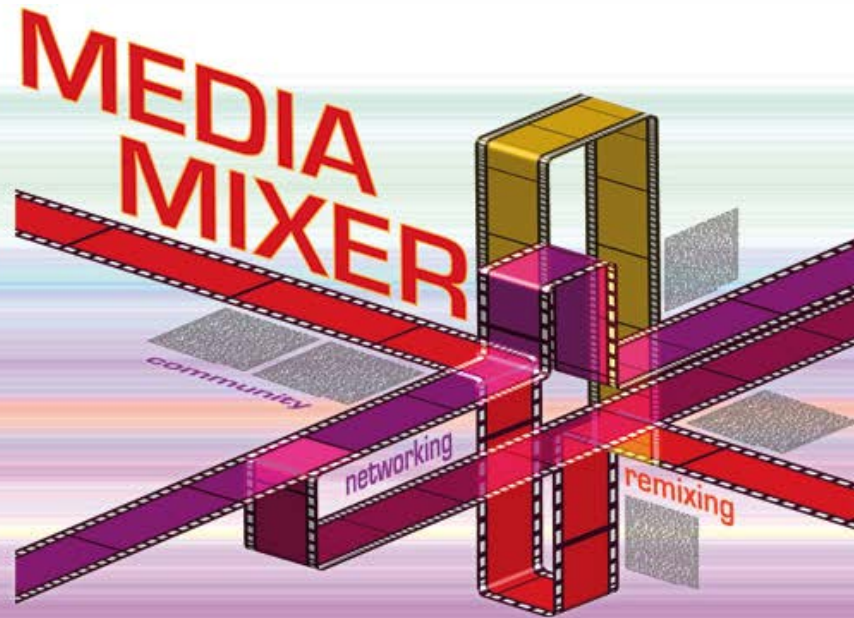


- What is MediaMixer?
- Enterprise Media Trends: more creation and re-use of online media
 - Are we prepared for the future media ecosystem?
 - New media technology solutions

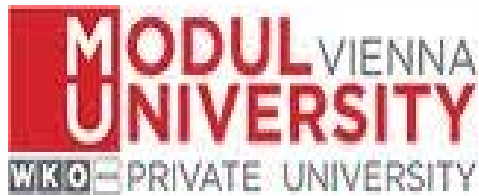
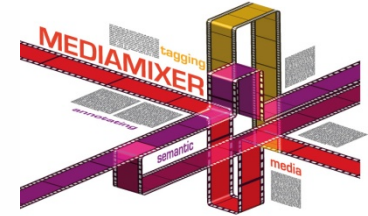
Introducing....



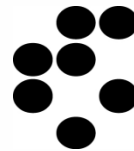
**Making Media more valuable
for its owner and more
useful for its consumer**



MediaMixer is a group of research and industry experts



Universitat de Lleida



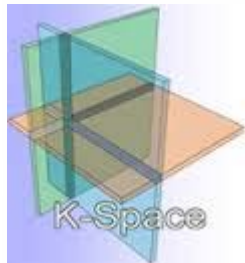
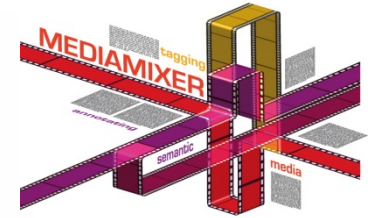
Institut "Jožef Stefan", Ljubljana, Slovenija



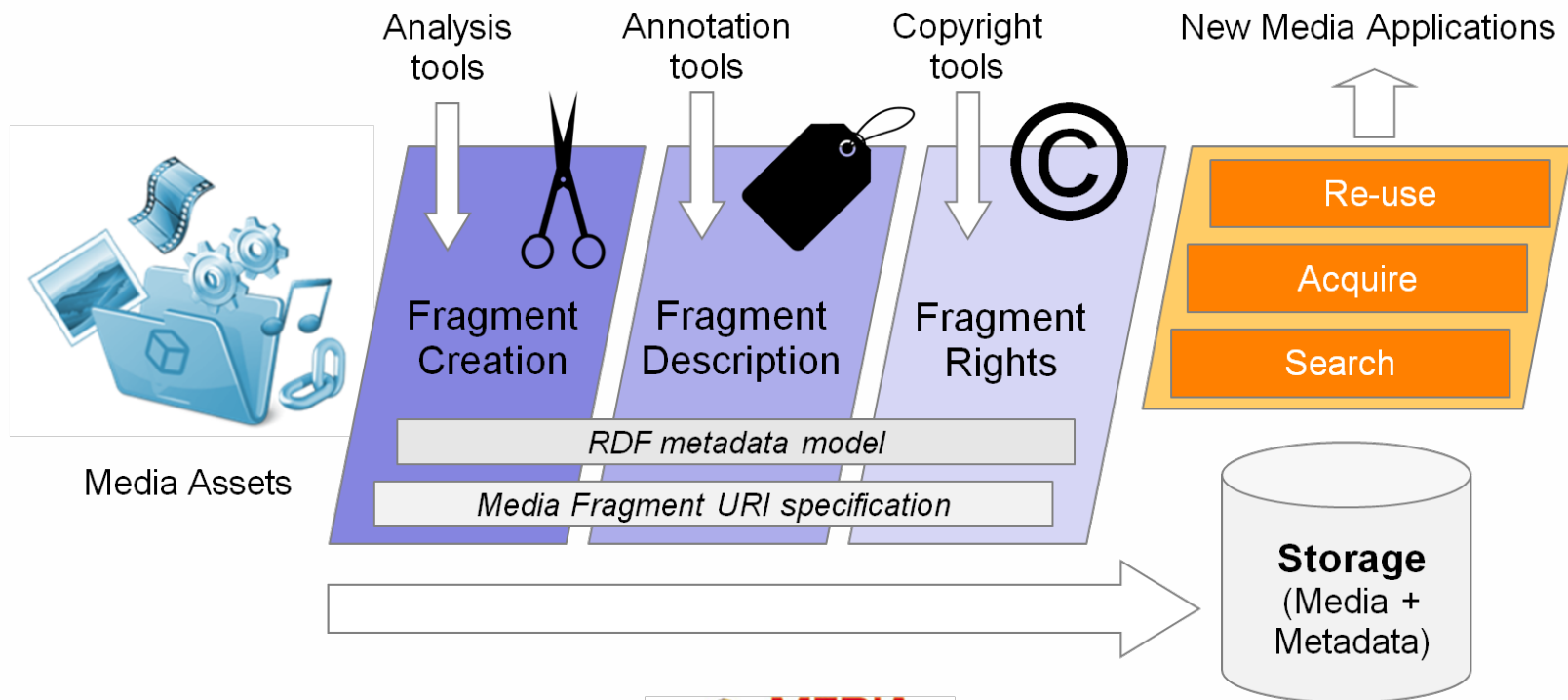
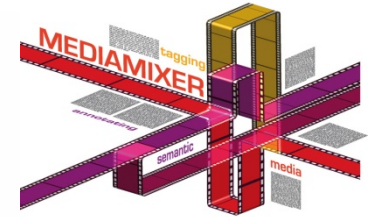
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ACUITY
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MediaMixer is the adoption of years of media R&D innovation



MediaMixer is the promotion of innovative media technology

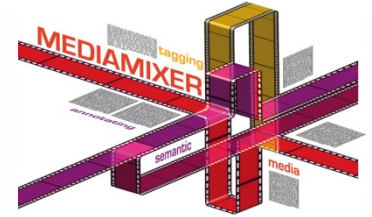


© 2013 MediaMixer Consortium

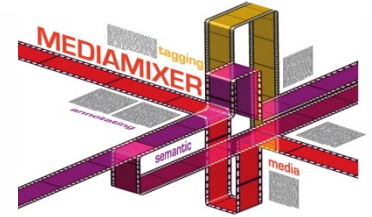


<http://community.mediamixer.eu>

Enterprise Media Trends

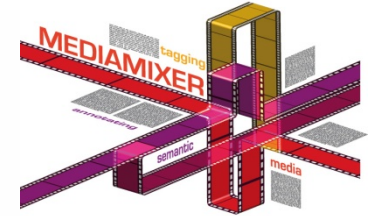


Media production



- >42.7m hrs of footage in online archives of broadcasters and producers (61% of archived footage is online)

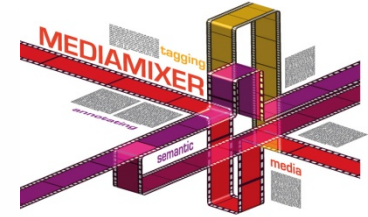
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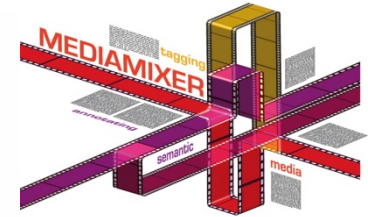
Media production



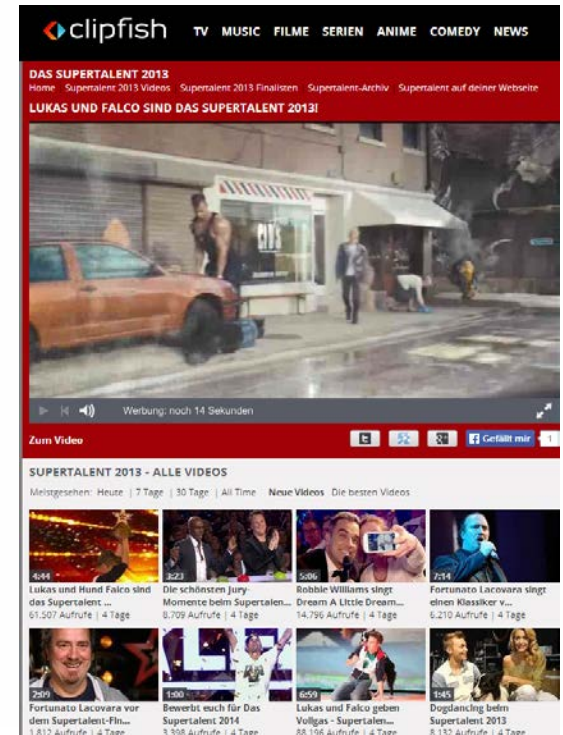
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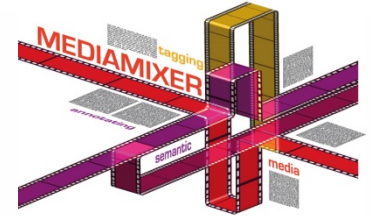
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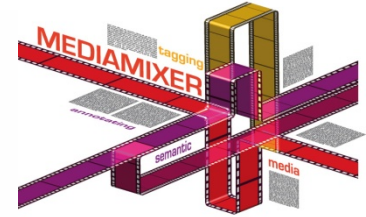


Media asset creation

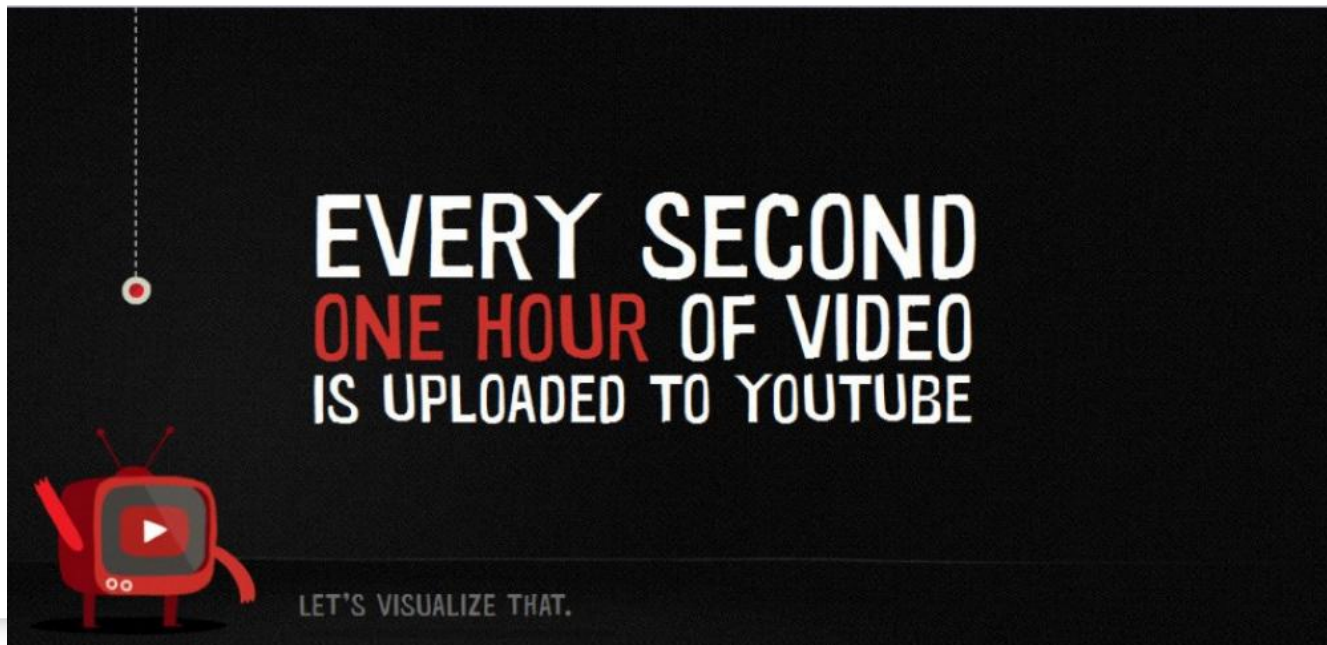


- UGC on the advance: e.g. YouTube is receiving 60 hrs of video/minute
- YouTube is evolving into a 'TV network' with semi-professional content

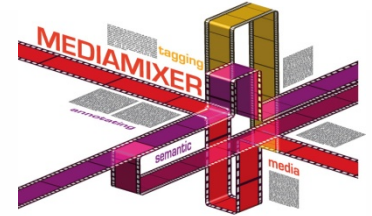
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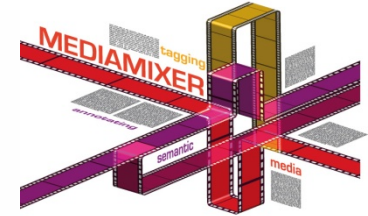


Media archives digitisation



- 170 000 videos from broadcasters & cultural heritage archives at EUScreen, to be expanded by EUScreenXL (2013-6)
- Video resources are now available, but are they found?

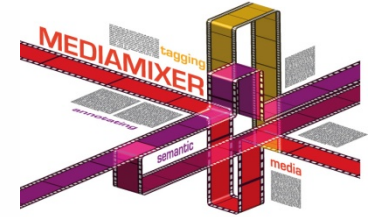
Media archives digitisation



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The screenshot shows the EUScreen website interface. At the top left is the EUSCREEN BETA logo. To the right is a navigation menu with links for Home, About, Explore, and My EUScreen. Below the navigation is a video player showing a scene from a television show with people at a table. The text 'ABOUT THE PROJECT' is overlaid on the bottom of the video. To the right of the video player is a search bar with the placeholder text 'search' and a magnifying glass icon. Below the search bar is a tip: 'Tip: use search operators for best results.' and a link for 'Advanced Search'. At the bottom of the search area is a green button labeled 'Explore EUScreen'.

Stock footage



Clip Bin: Nelson Mandela: 1918-2013

17 clips

Display options | Clip Tools

Page 1 of 1

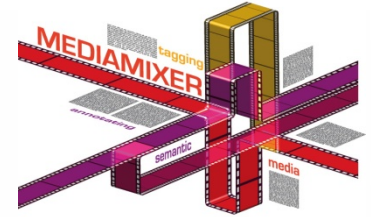
Stock footage market: \$2.88 billion global revenue

00:06 1814515_0009
00:26 1817324_0009
00:07 18V10108_0001
00:22 1817324_0006
00:03 1804071_0003
00:11 18011809_0034
00:06 1804071_0002
00:06 1806934_0032

„It is growing at more than 20% per annum, fuelled by increased demands for new programming and the huge saving it represents compared with shooting new footage. Interactive technology and the Internet will further contribute to the growth of the market as it makes stock footage cheaper and easier to locate and license.“

- <http://moneyam.uk-wire.com/cgi-bin/articles/200201020827103514P.html>

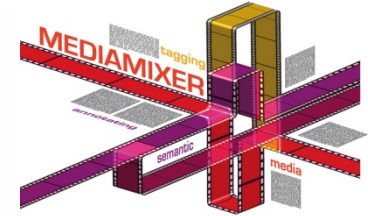
Media asset re-use



- ## Getty Images

...While it started out providing expensive images for limited use to a small group of customers, now it also provides cheaper images for broad use to a big group of customers...

Media asset re-use



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Artikel

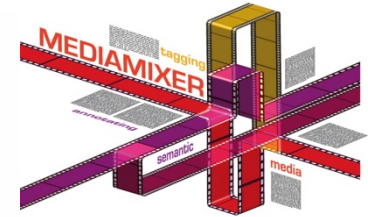


Editorial-Bild-Nummer: 453590745
€ 465,00 EUR

+ Zum Einkaufswagen hinzufügen

Exklusive Steuern

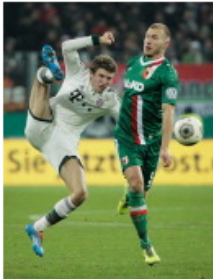
Media asset re-use



- **Getty Images**

...While it started out providing expensive images for limited use to a small group of customers, now it also provides cheaper images for broad use to a big group of customers...

Artikel



Editorial-Bild-Nummer: 453590745
€ 465,00 EUR

+ Zum Einkaufswagen hinzufügen

Exklusive Steuern



Titel: Caucasian girls eating cantaloupe

Creative-Bild-Nummer: 158313595

Lizenztyp: Lizenzfrei

Fotograf: Blend Images - Mike Kemp

Kollektion: Brand X Pictures

Bildnachweis: Blend Images - Mike Kemp

Releaseangaben: Dieses Bild hat ein gezeichnetes Model-Release. Dieses Bild ist für kommerzielle Verwendungszwecke verfügbar.

Suchbegriffe: Menschen, Speisen und Getränke, Freundschaft, Humor, Vergnügen, Sorglos, Frische, Freundschaftliche Verbundenheit, Zusammenhalt, Lebensstil, Horizontal, Blick in die Kamera, Im Freien, 10-11 Jahre, Gegenlicht, Nahaufnahme, Vorderansicht, Kopf und Schultern, Fröhlich, Blondes Haar, Europäische Abstammung, Lächeln, Halten, Essen, Schwester, Familie, Spielerisch, USA, Scheibe, Obst, Sommer, Tag, Kindheit, Utah, Sonnenlicht, Gesundes Lebensmittel, Erfrischung, Spaß, Umgang, Kind, Farbbild, Zwei Personen, Weibliche Person, Mädchen, Porträt, Freizeit, Fotografie, Gesundes Essen, Kind vor der Pubertät, Wassermelone, Fokus auf den Vordergrund, Nur Kinder, Lehi. Nach ähnlichen Bildern suchen

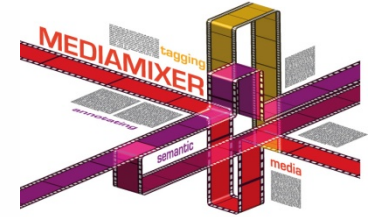
Verfügbarkeit: Die Verfügbarkeit dieses Bildes kann erst beim Kauf garantiert werden.

Honorargestaltung von lizenzfreiem Material Informationen zur Honorargestaltung Honorare in EUR

138 KB
280 x 193 Pixel (9,88 x 6,81 cm) - 72 dpi - RGB
Dateigröße für den Download 28 KB

€ 21,00 **Zum Einkaufswagen hinzufügen**

UGC re-selling ... in its infancy



NewZulu for user-sourced news video

... a citizen journalism platform serving 100,000 photographers in more than 150 countries... the images contributed are licensed via the AFP Image Forum (more than 7000 clients globally)

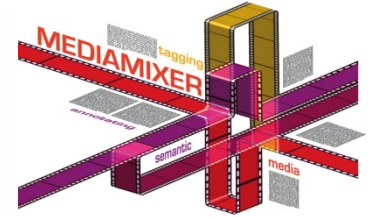
...

EyeEm looking to monetarize user photos

... EyeEm Marketplace ... has begun working with companies including Lufthansa and RedBull to offer EyeEm users revenue share in exchange for the licensing of their image ...



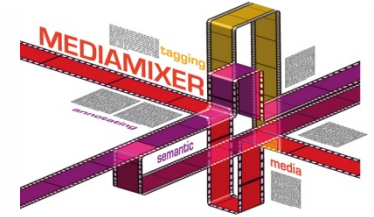
Media re-mixing



<https://www.youtube.com/watch?v=Bfuh3JOSfSg>

Billboard, ‚Harlem Shake‘ – The Making and Monetizing of Bauuer’s Viral Hit

Media re-mixing

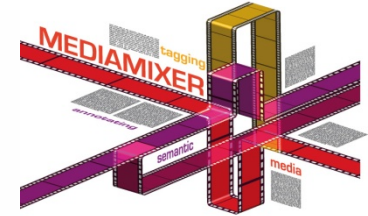


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Billboard, 'Harlem Shake' – The Making and Monetizing of Bauuer's Viral Hit

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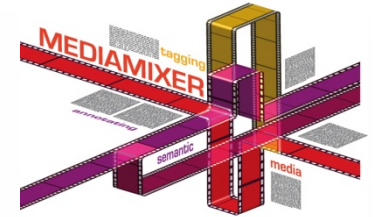
<https://www.youtube.com/watch?v=Bfuh3JOSfSg>

Harlem Shake

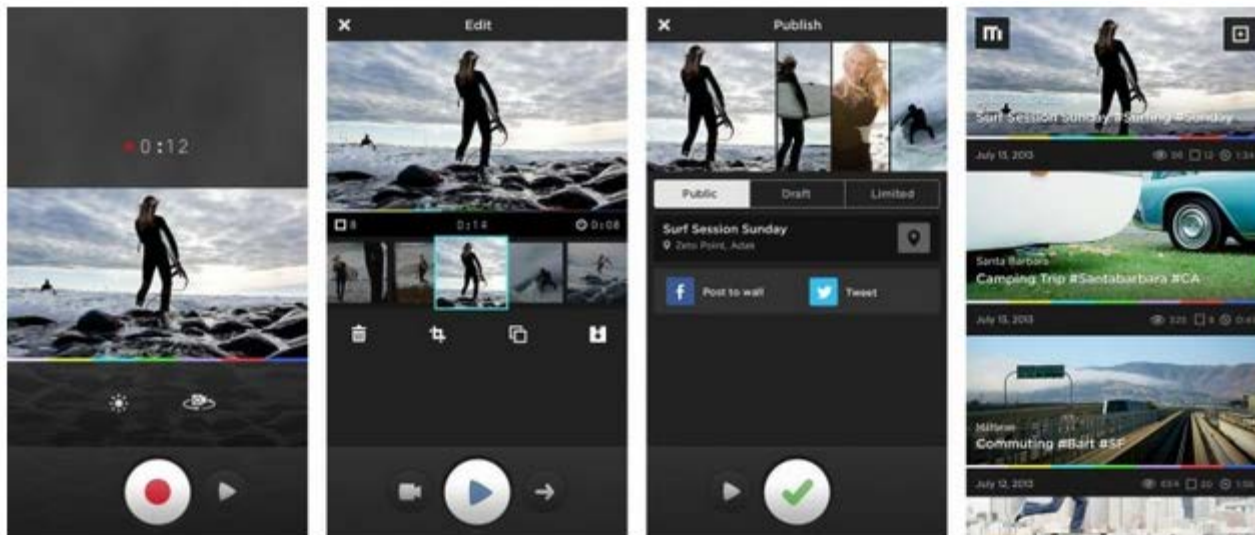
- Originally a free track
 - Went viral on YouTube
 - >100000 spin off videos with >400mil views (3/13)
 - Music owners can „claim“ use of their IP on YouTube videos
 - Revenue sharing up to 55% on every ad click in a video
- Billboard, ‚Harlem Shake‘ – The Making and Monetizing of Bauuer’s Viral Hit



MixBit



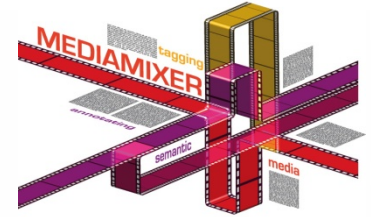
- MixBit encourages remixing & redistribution of user video



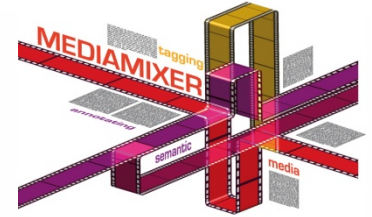
“We started YouTube to democratize video distribution. Now, we are democratizing video creation”

„there's some potential for a stealth campaign to gradually introduce distinctive footage that encourages remixing.“ – Hypebot, “Music Marketing with MixBit”

Dissolve



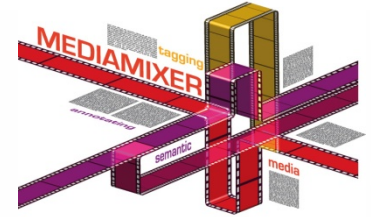
Dissolve



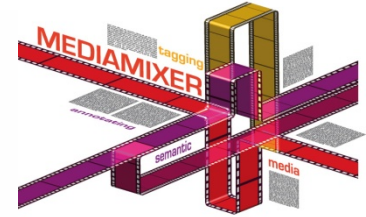
- Marketplace for royalty free HD video clips from \$5 per clip.



Media re-mixing & digital rights



Media re-mixing & digital rights

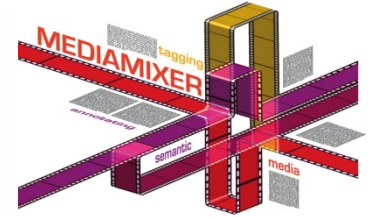


Letting anyone re-use clips anyway they want can be an issue....

- Re-use also involves appropriate licensing

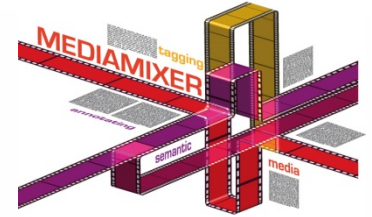


Summary of enterprise media trends



- Huge scale of digital media being made available online
- Professional content owners are looking for new revenue possibilities via online re-distribution and re-selling
- Non-professional content creators are becoming enabled to participate in online media value chains
- Ownership of media assets and permitted use a „brave new world“ for digital rights management
- Re-mixing others‘ media to create new media is an emerging trend

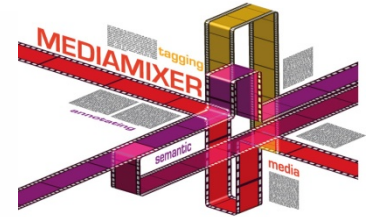
Are we prepared for the future media ecosystem?



- How easy is it to find again the digital media we produce and store?
 - Computers are good for search on visual and aural features but is that how others search over media?
 - Text search of media generally looks for matches on text associated to media or in its metadata (title, description)
 - Finding matching scenes or shots in video, or regions in image, requires more detailed descriptions of media (at fragment level)
 - Finding matches may need to overcome linguistic ambiguities, synonyms or multilingualism in a textual search term (semantics)

Well annotated media at fragment level can be easier to retrieve & re-use

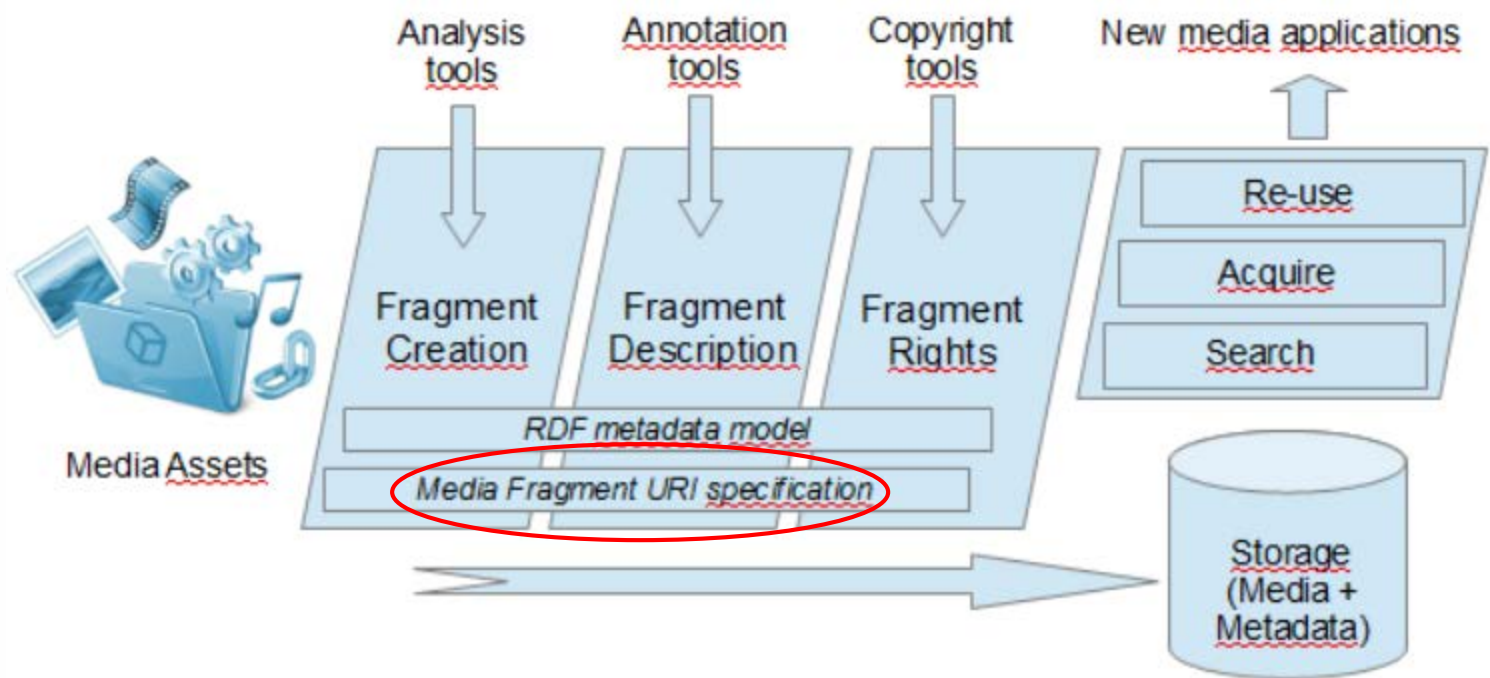
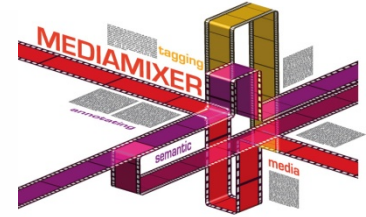
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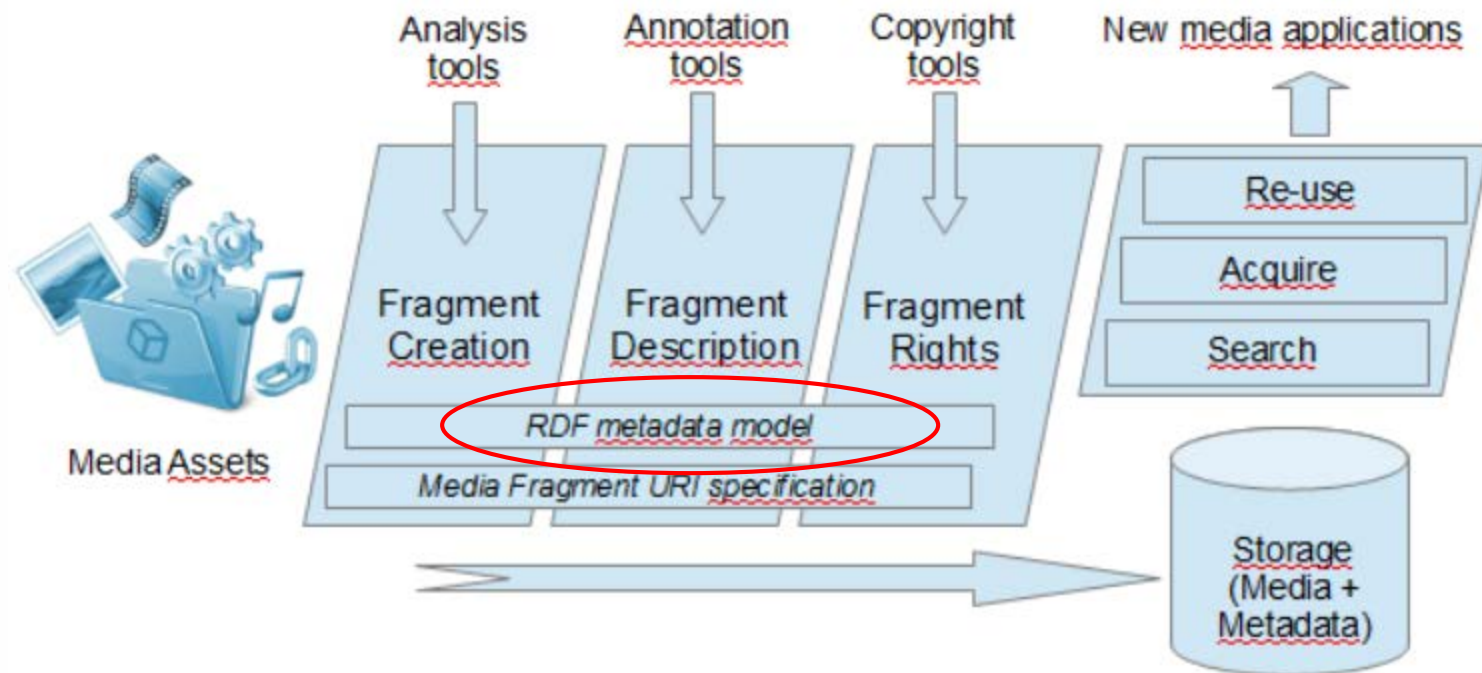
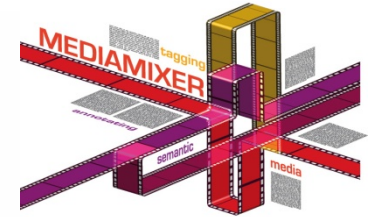
- How easy is it to offer annotated media across organisational boundaries for retrieval and re-use, including monetarization and copyright management?
 - MAMS are typically closed, proprietary & monolithic
 - Open publication of annotations requires agreed standards for media description, search query and results format, if each media provider is not to be yet another silo
 - Access to media assets online needs to support payment mechanisms and rights management

Well managed media provision can create new revenue and marketing opportunities

Media fragments



Rich media description

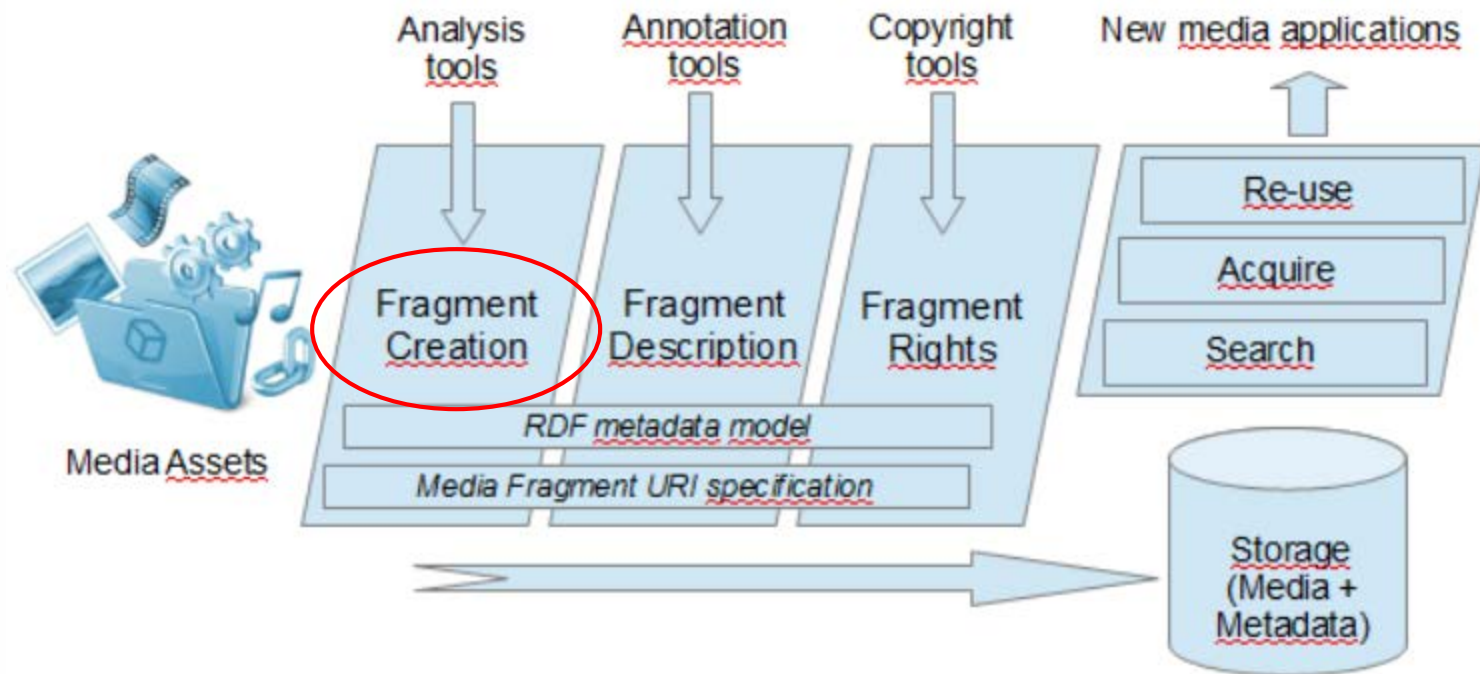
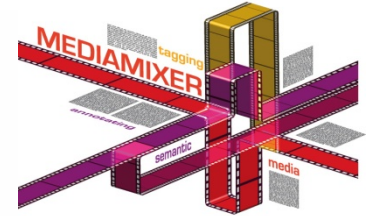


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Fragmentation by media analysis



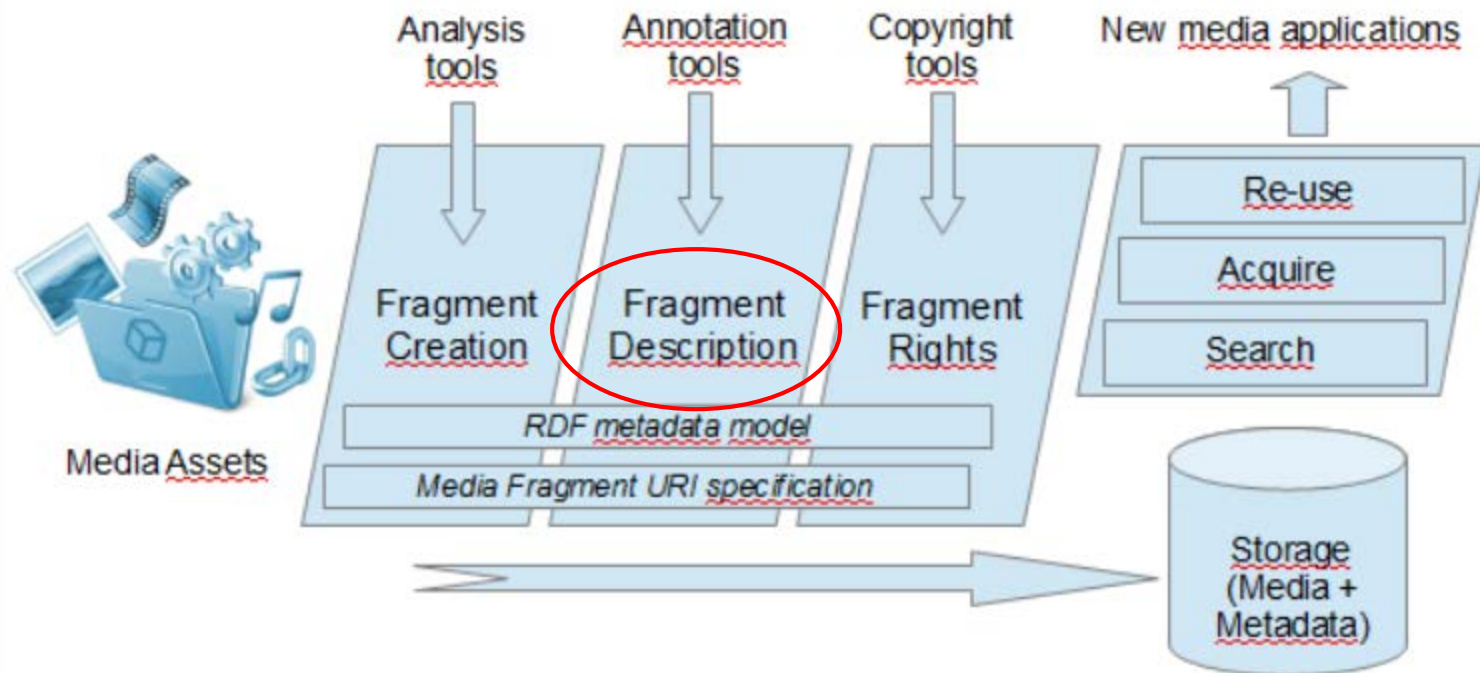
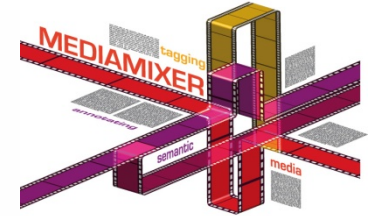
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Description by media annotation

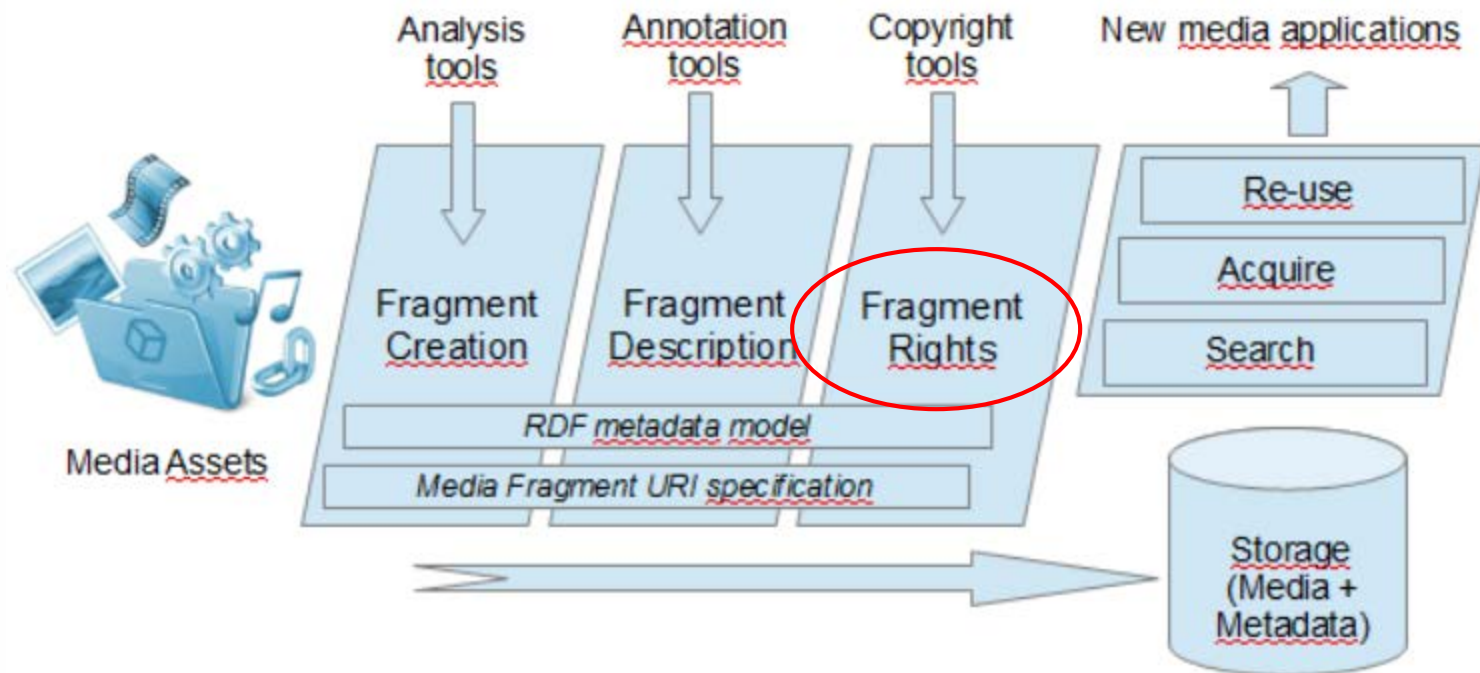
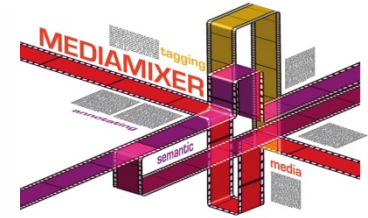


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Digital Rights Management by copyright tools

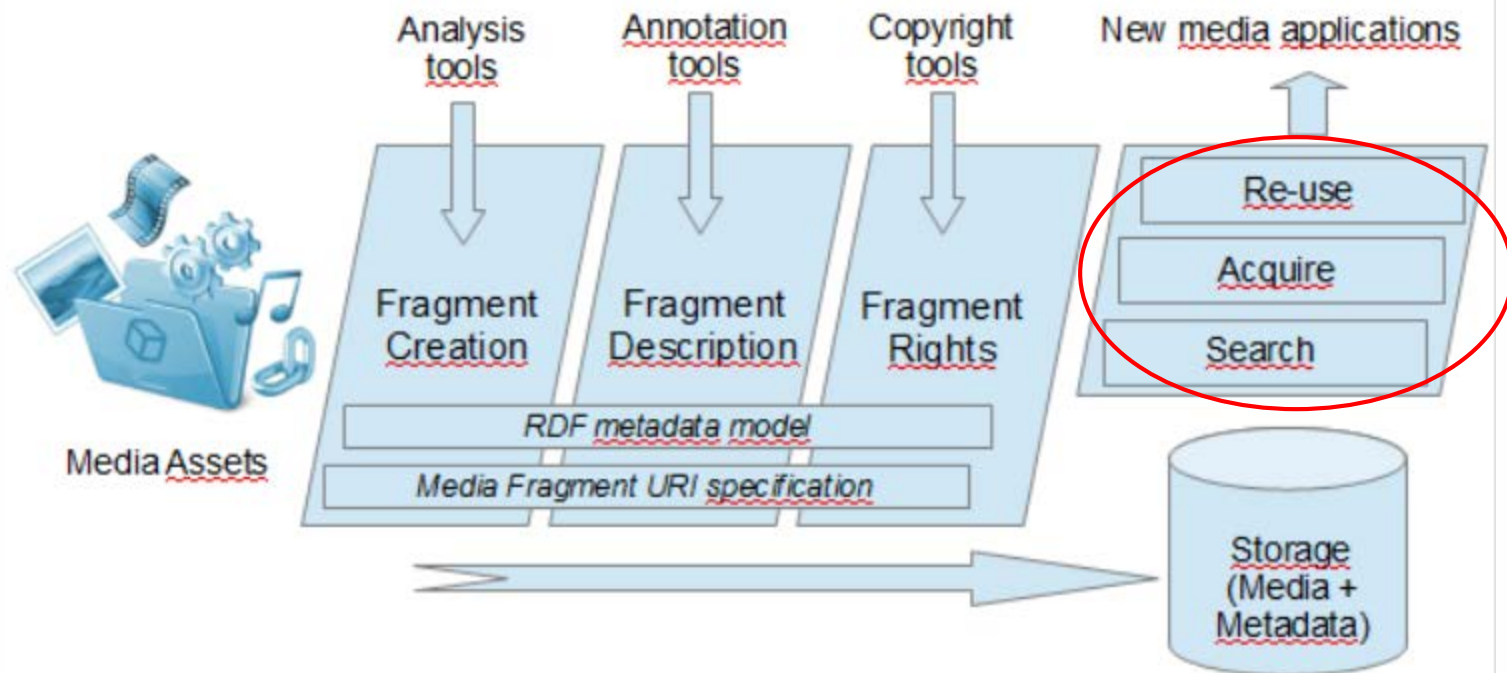
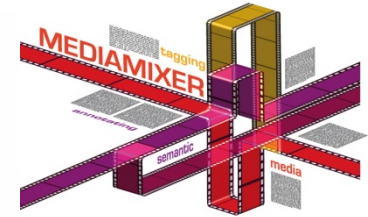


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New ways to search, acquire and re-use media

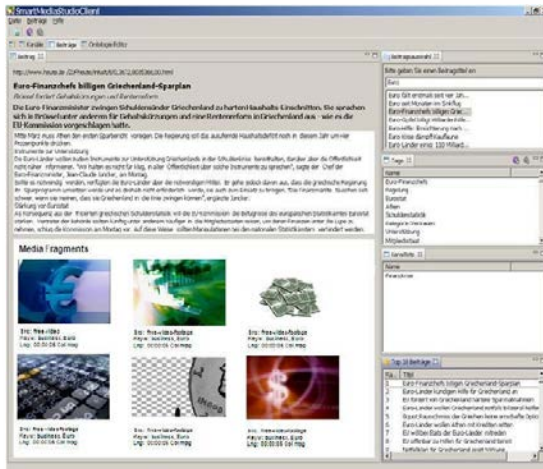
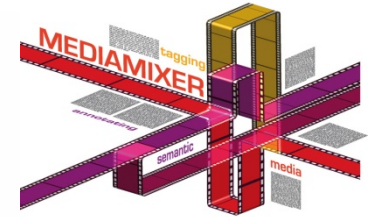


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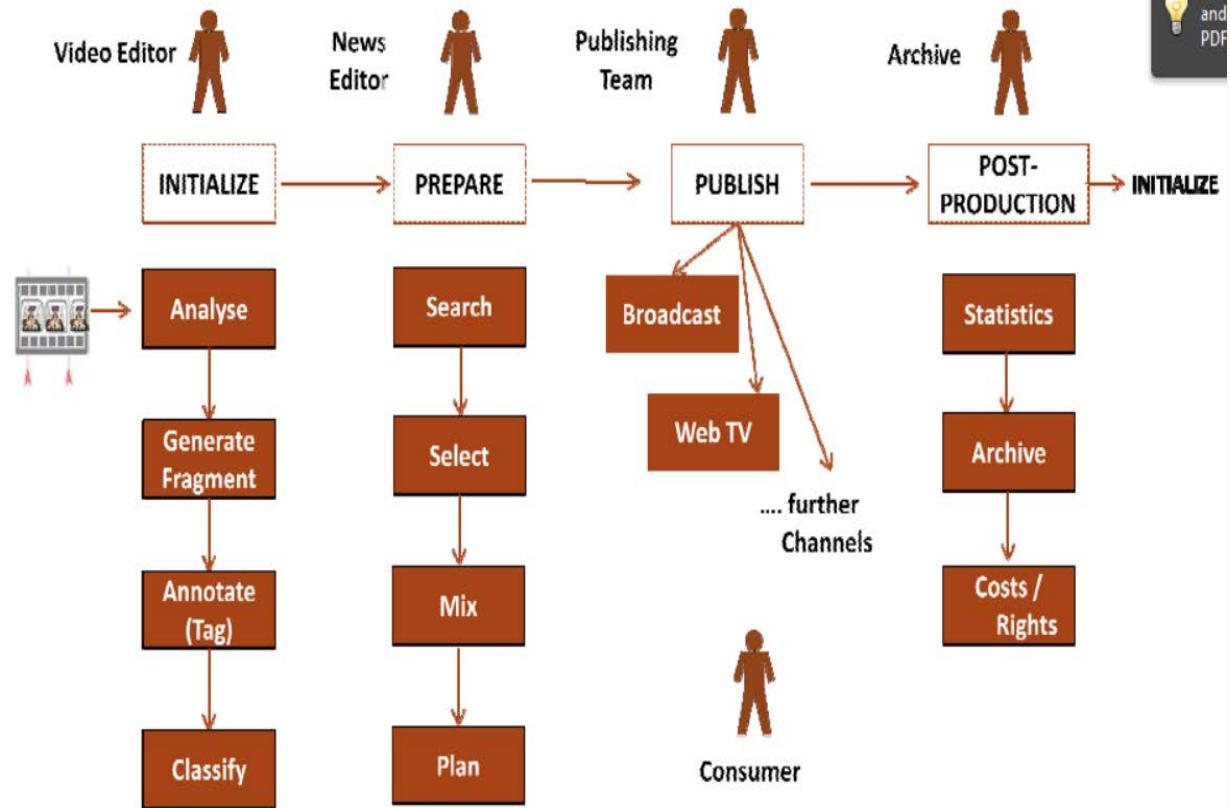
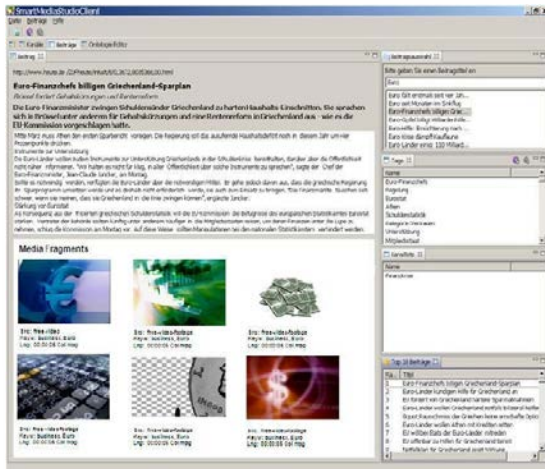
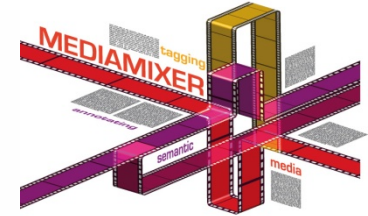
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Semantic Newsroom



Recommend to
newsroom editors
video fragments
relevant to the news
story from
heterogeneous content
sources, integrating
video material directly
in the production
workflow

Semantic Newsroom



Recommend to newsroom editors video fragments relevant to the news story from heterogeneous content sources, integrating video material directly in the production workflow

What else will we do when we can media-mix?

