



FROM SEMANTIC INDEXING TO PROCESS MANAGEMENT

European Media Wrapper Round Table
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About Perfect Memory

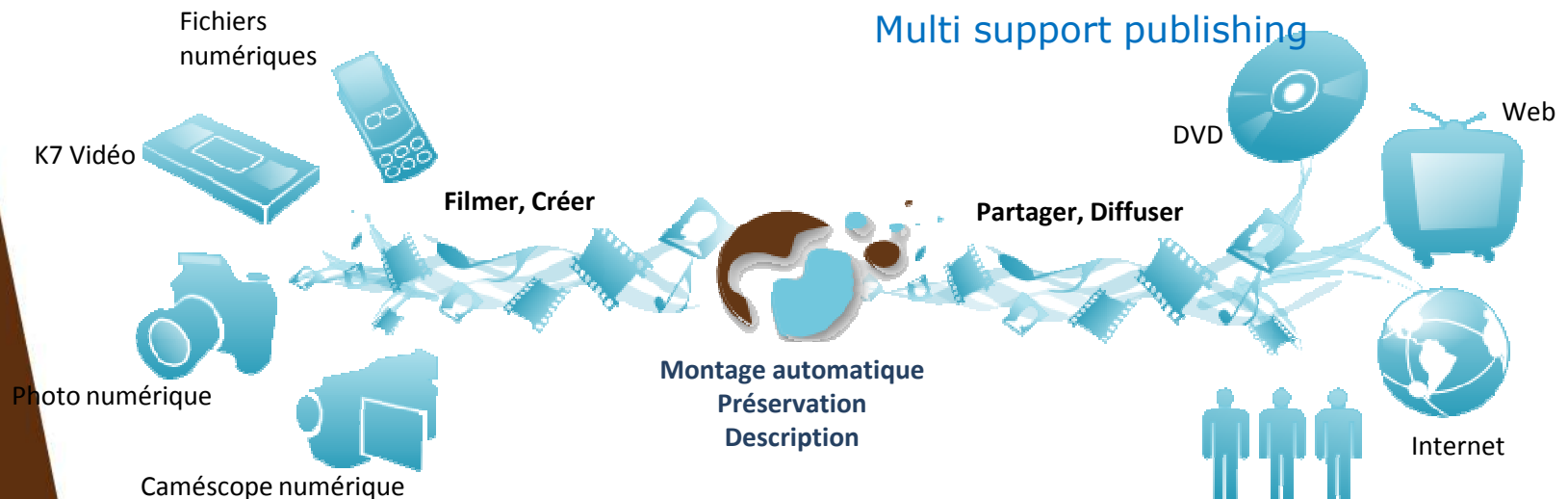
- Perfect Memory is **Social Media Market** company.
- Perfect Memory **preserve, edit and publish** public and private **video and photo capital** thanks to our digital safe and online multimedia library.
- We provide our consultancy to B2C, Small Business and B2G.

Multimedia library

Organize et safe
Preserve and share.

Asset management and publishing

Editing model for Automatic editing
Graphics and audio library for automatic editing
Multi support publishing



About Perfect Memory



You
Create photo and video



We
Preserve, Edit, Enhance



You
Pass, Share, Exploite



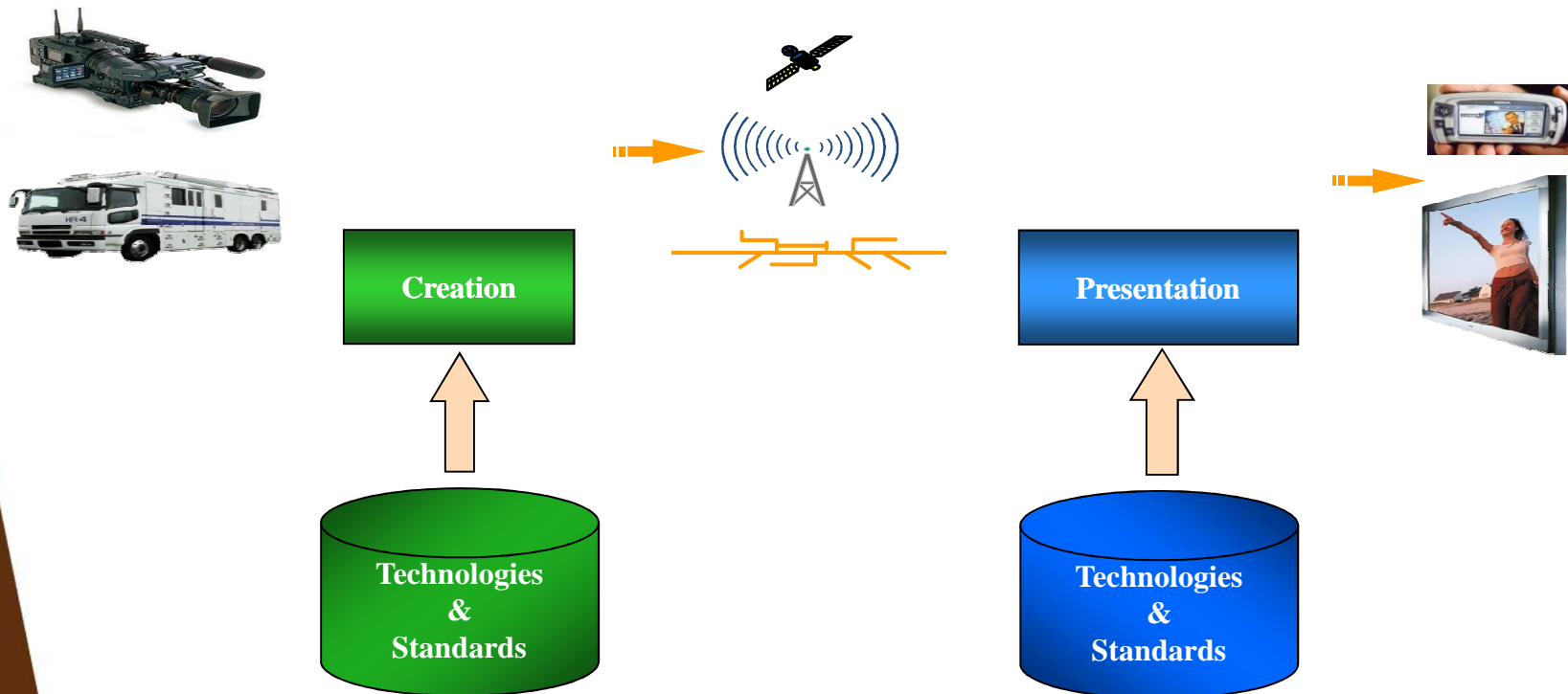
We
Protect...



...photo & video capital

Introduction

Traditional broadcasting: analogical to analogical



Production's new paradigm

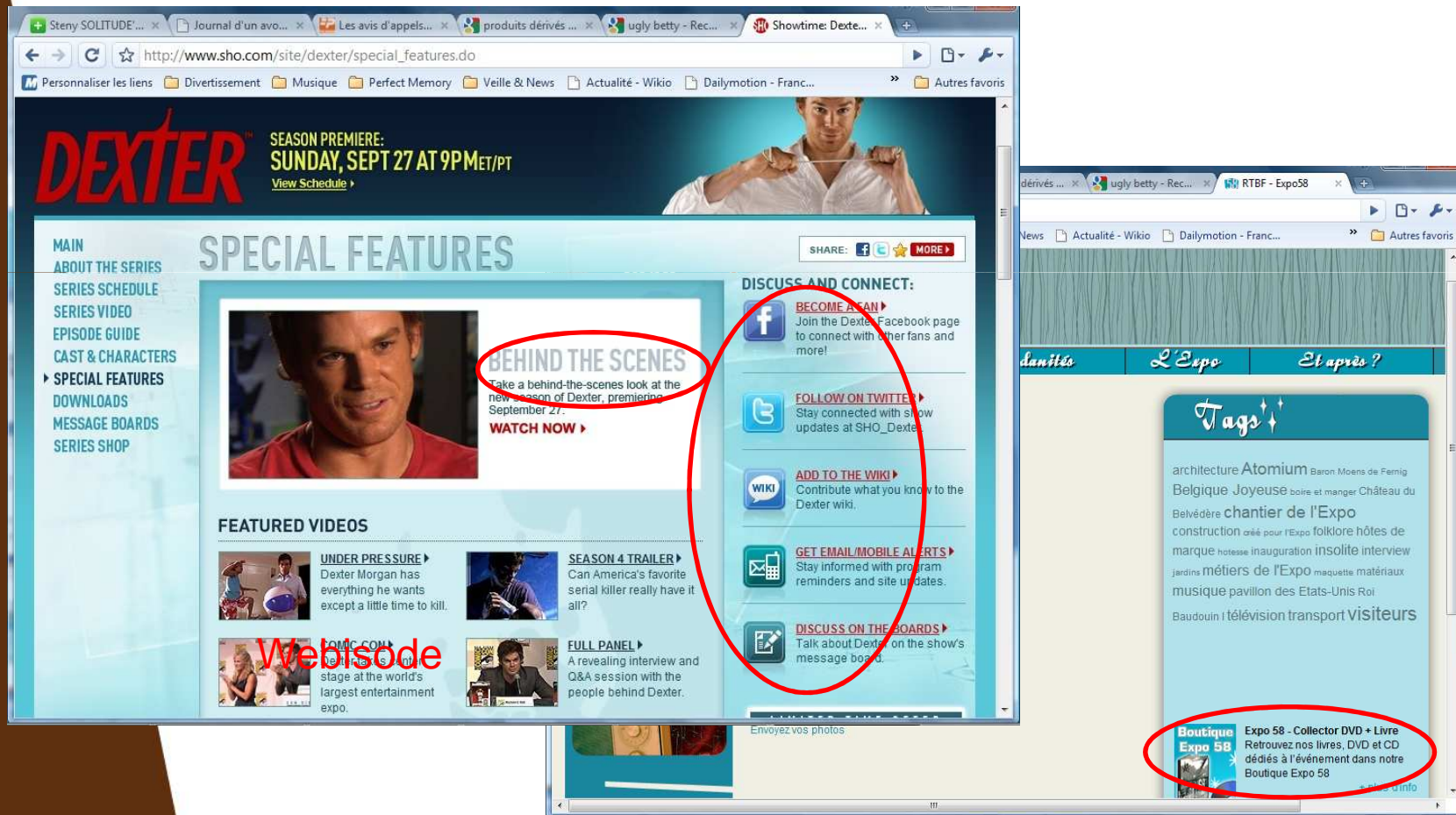
Evolution of the production context

- In the beginning, new media...
 - Emerging of audience sites, new broadcasting channels : YouTube, Dailymotion, etc.
 - Emerging of new marketing approach with social networks: Facebook, Twitter, MySpace, amateur and professional blogs,
 - Emerging of P2P networks, new delivery channels.
- ...then AV projects integrate...
 - Web site,
 - Social network specific group,
 - VOD, Online delivery platform,
 - Multimedia special features : Webisode (Dexter Drama – Dexter dark defender)
 - Marchandizing : Online buzz game, etc.

*The audiovisual production chain becomes **heterogeneous, distributed and multimedia**. It's a **new paradigm**.*

Production's new paradigm

Reuse and repurposing



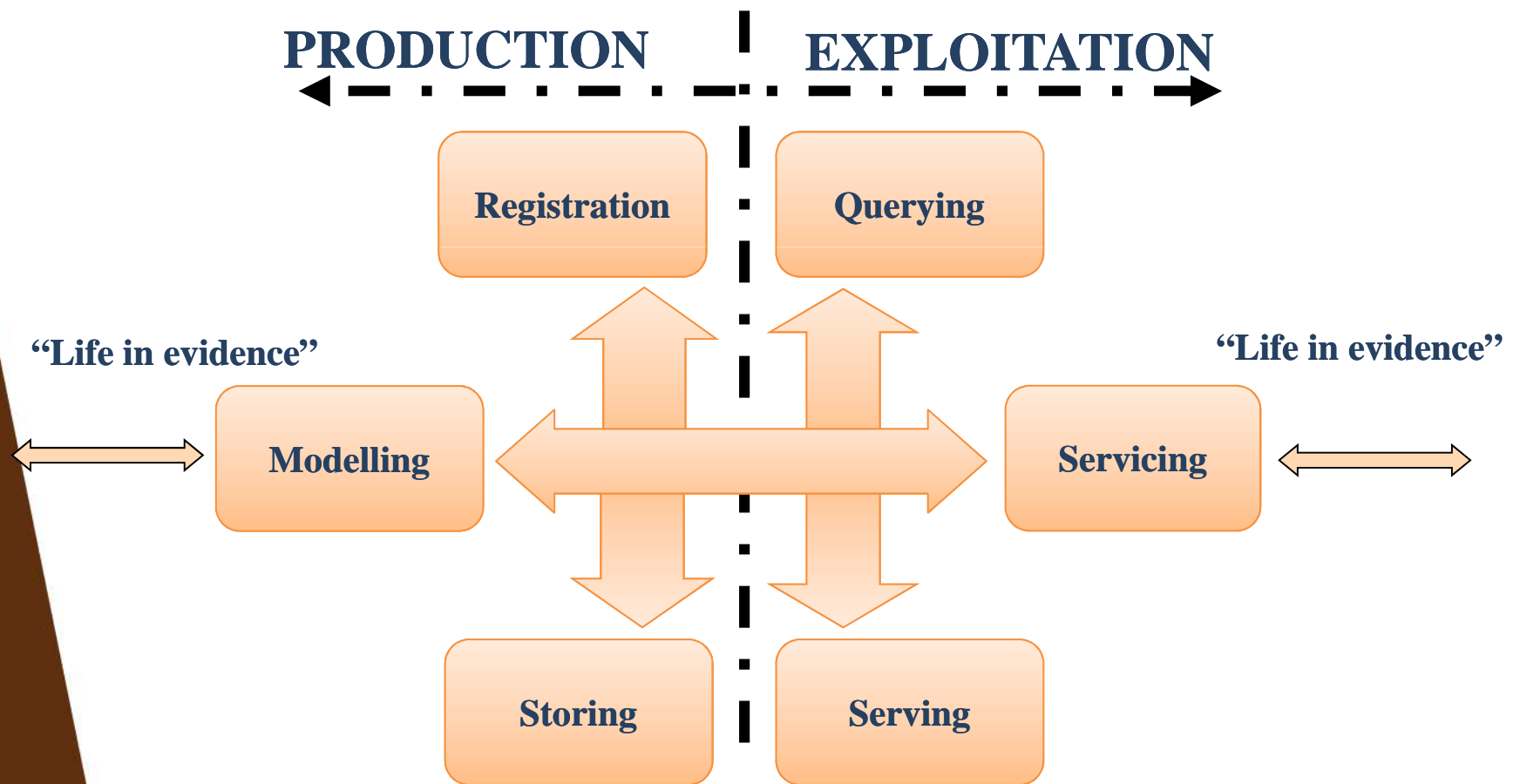
Production's new paradigm

Overhead-cost issues

- Multi-channel and multiplatform production became a requirement...but overhead-costs explodes integrating:
 - The e-marketing plan : web site developement, fan social network animation, behind the scene and alternative program editing.
 - Tie in projects: Webisode, Games, merchandising
- This rives to:
 - Associate to the project **new production resources** : Web designers, Multimedia experts, e-marketing expert,
 - **Integrate** the AV production chain to the multimedia **tie project production chain**: Website, viral e-marketing, mobile device, VOD, ...

Production's new paradigm

IASA global model for broadcast



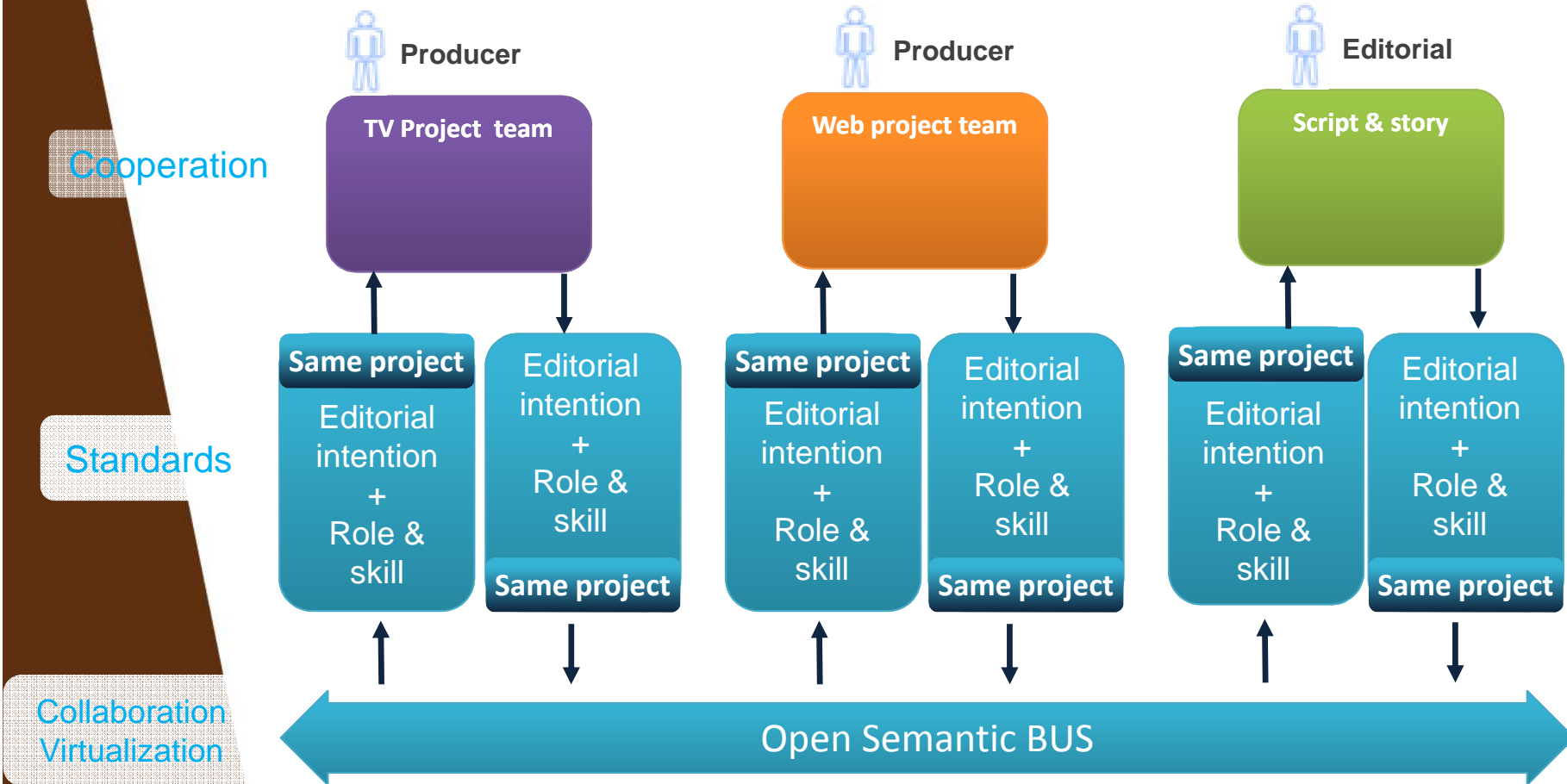
Production's new paradigm

Behind IASA model

- The IASA model is a way to fix overhead-cost and set up new platform and delivery channels but it requires :
 - **Co-operation** of resources that exploit economy of scale
 - **Interoperability** (standards) of exchanges data
 - **Collaboration** of teams **in heterogeneous environment** (IT and AV, Web and Intra)

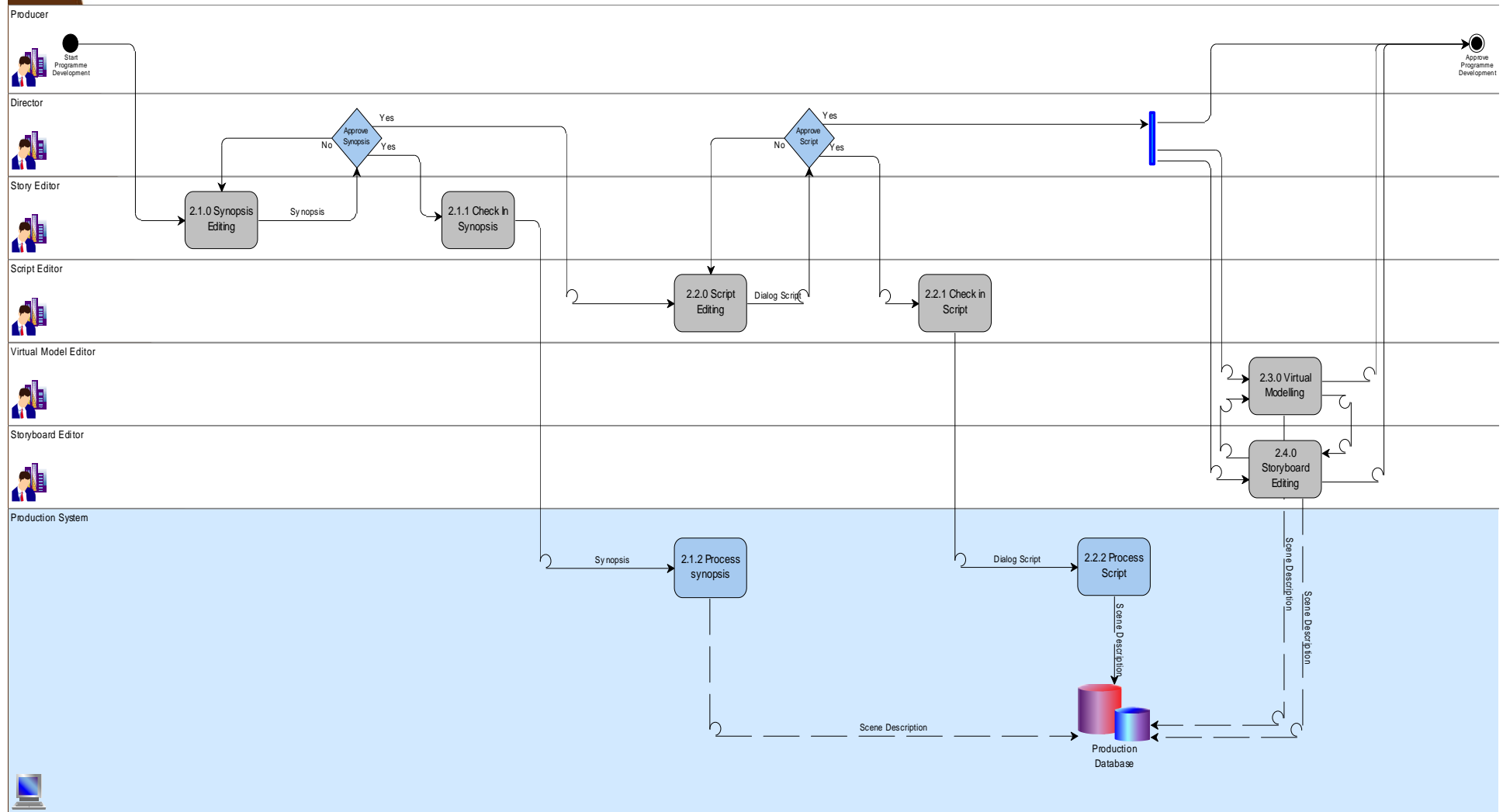
MediãMãp framework

Cooperation, interoperability and collaboration



MediãMāp framework

VRT Case



MediãMāp framework

Enabling co-operation

- MediãMāp framework **set up creative heterogeneous environments** by enabling economy of scale:
 - **editorial sharing** of resources
 - **Sharing of tools**
 - **Sharing of process** that leads to the final product
- MediãMāp framework that allow each **co-operator to specialize** the projet from a common material:
 - TV
 - Web (web site, webisode, social network)
 - Carrier publishing (DVD, Blue Ray)
 - Others (mobile)

MediãMãp framework

Integrated MediãMãp Project Operation Schema

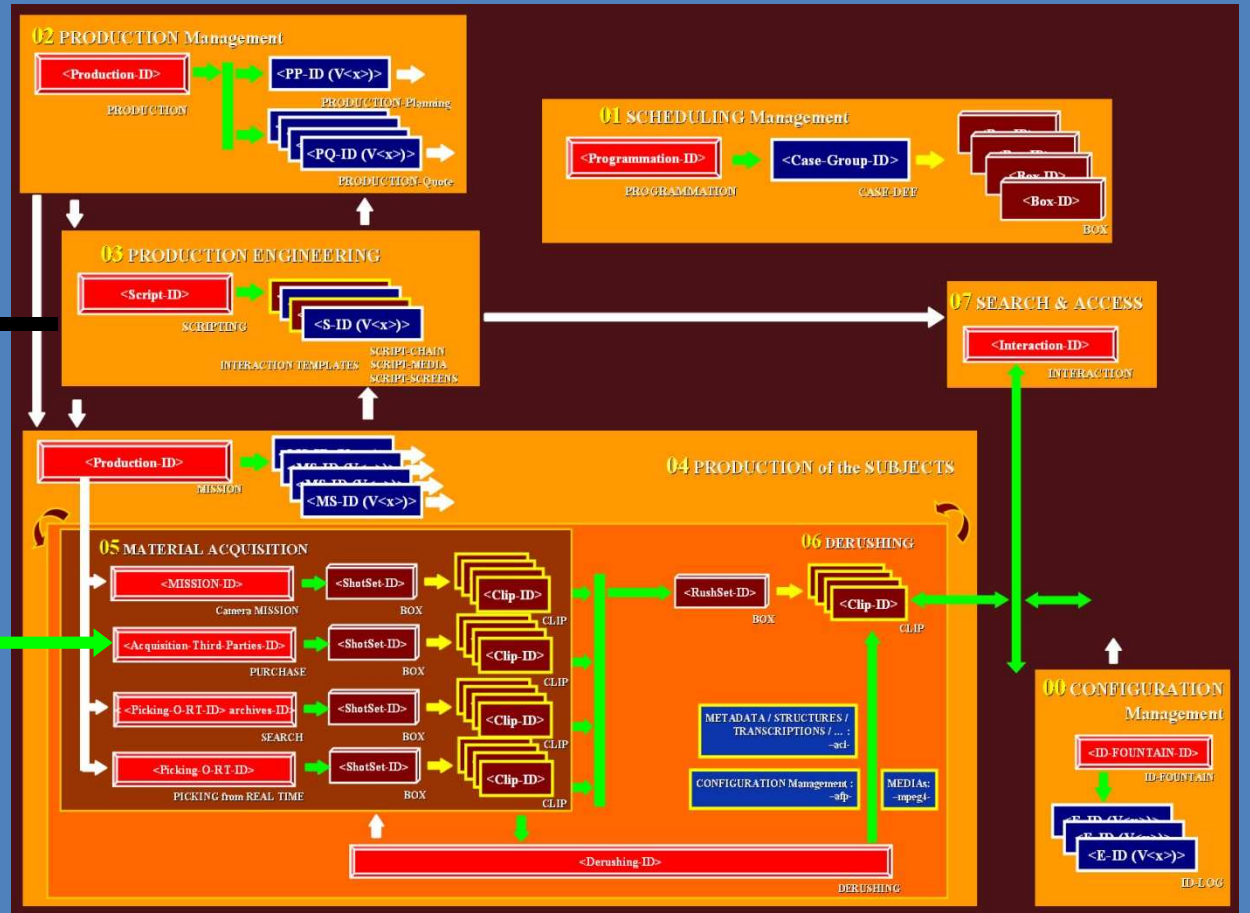
Co-operator SYSTEM

- ➔ CONTROLS
- ➡ OWNS
- ➡ PRODUCES / USES

WEB, MMS, ...



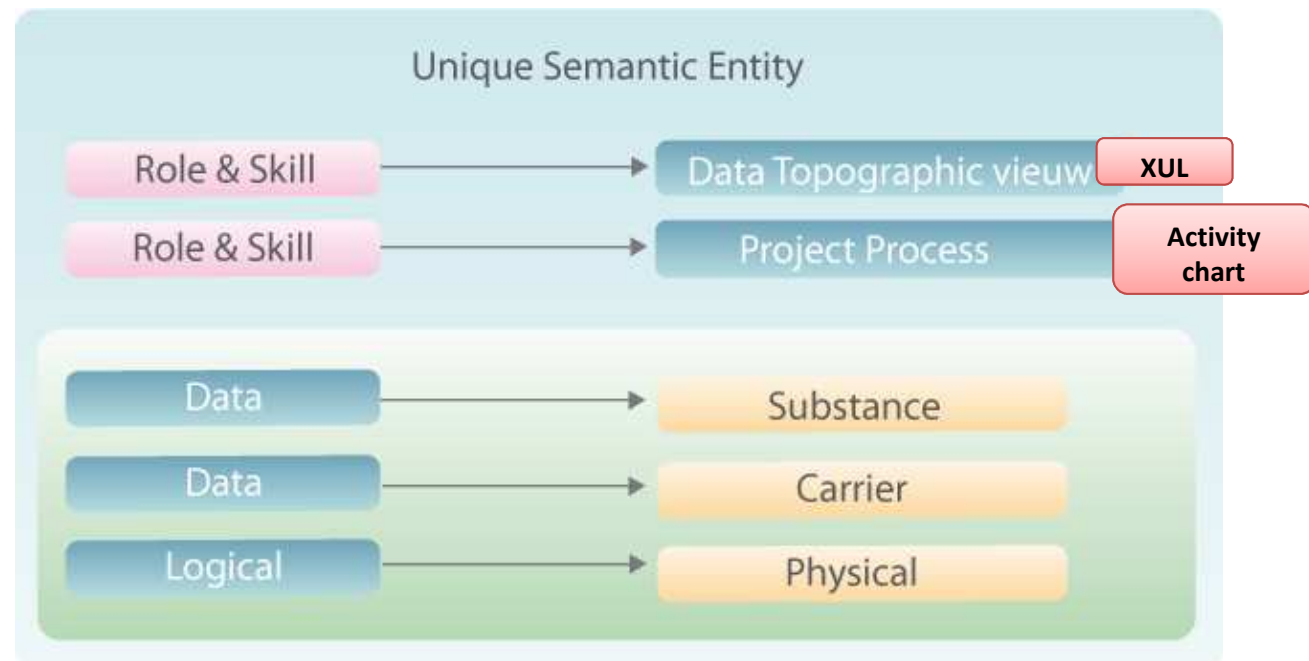
EXPLOITATION SYSTEM



MediãMāp indexing & wrapping

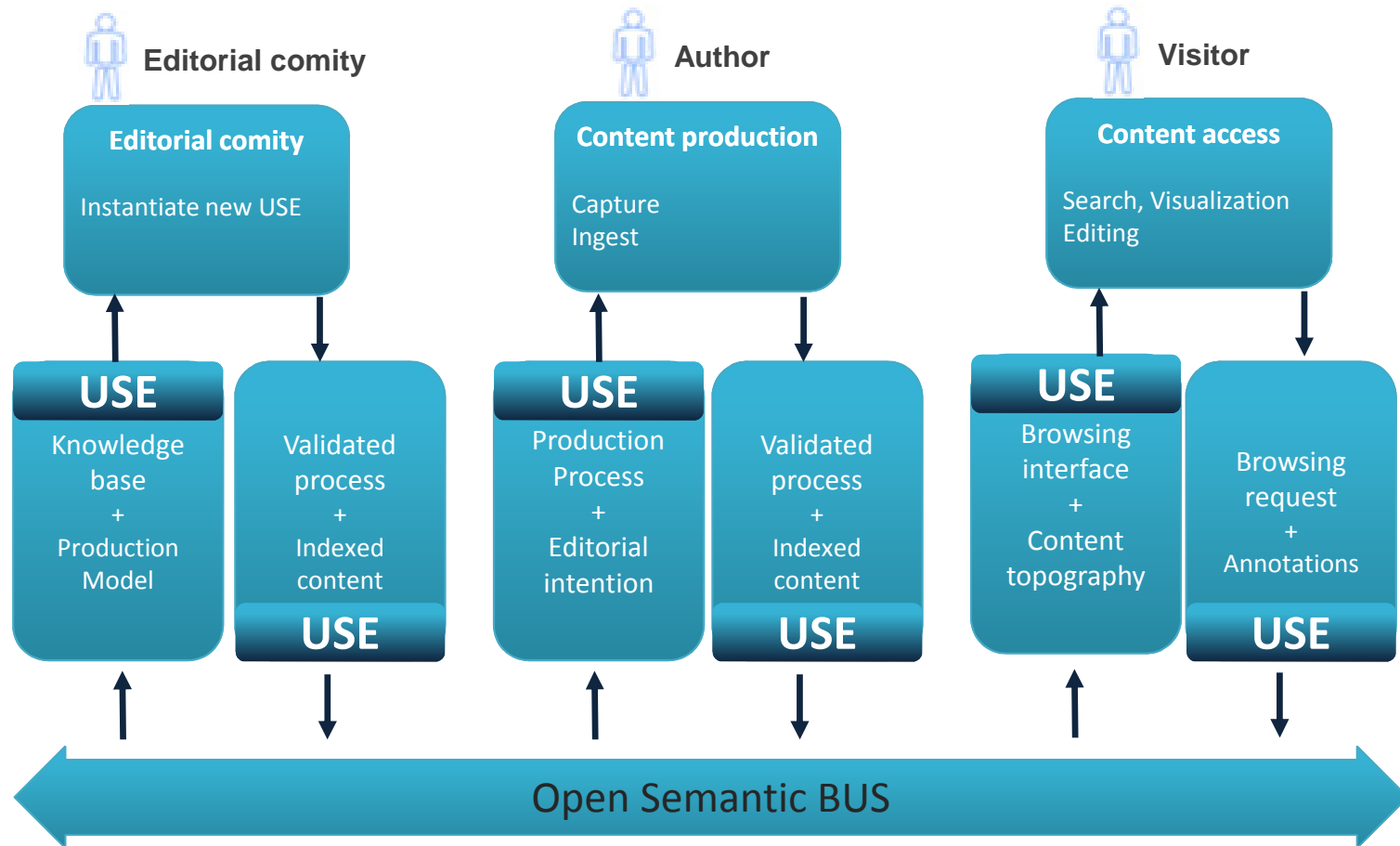
Model driven production

- Semantic indexing means indexing content and every thing else including concept and references that ensure success of the project:



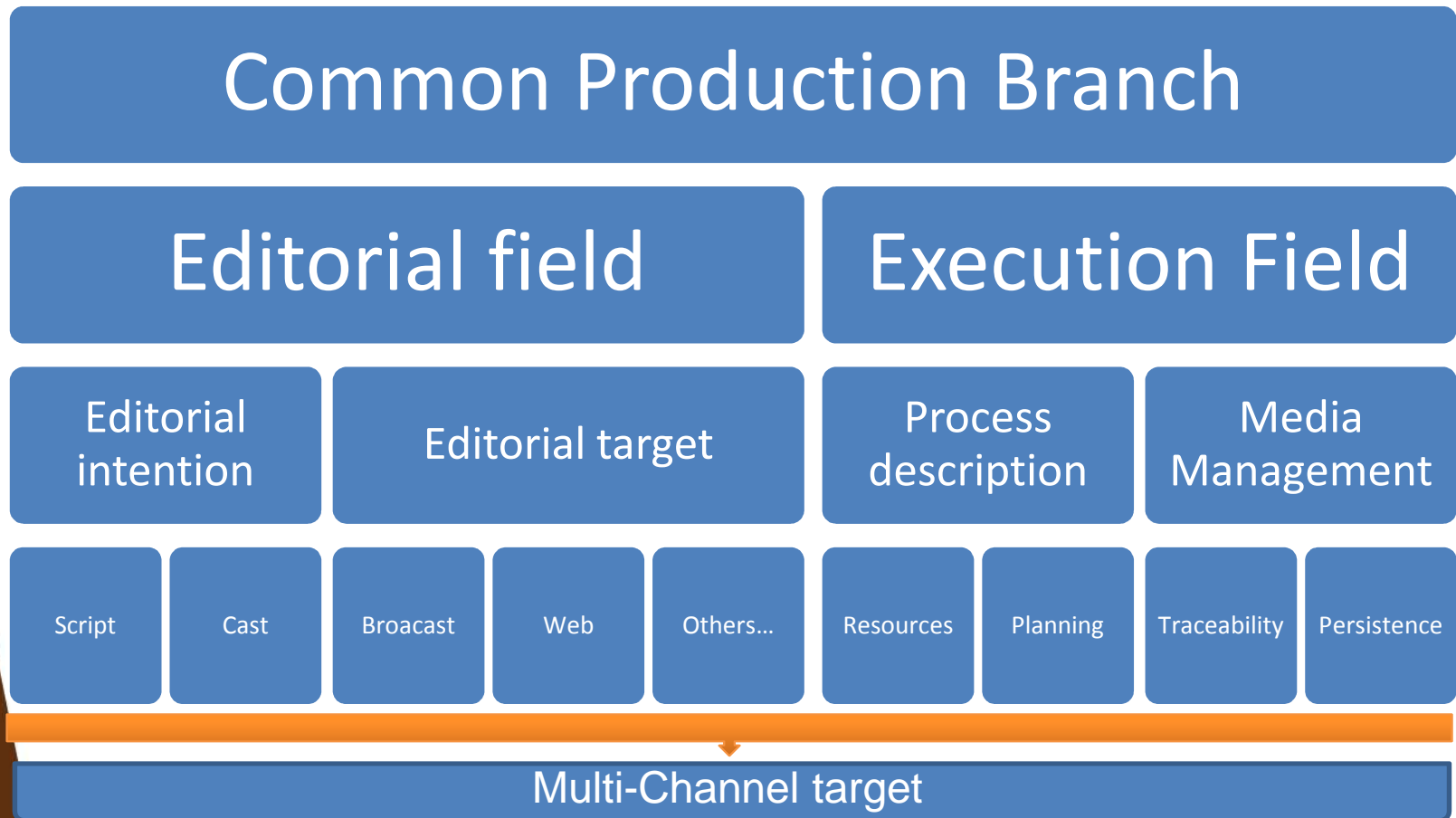
MediãMãp indexing & wrapping

Model driven production process



MediãMãp indexing & wrapping

Model driven production

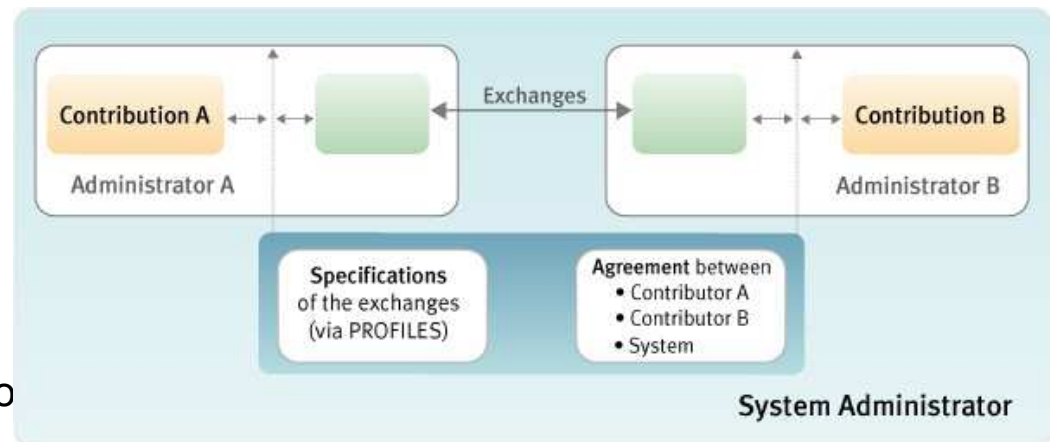


MediãMãp indexing & wrapping

The need for interoperability

- Preserve access global view of the project :
 - Keep Id Alive
 - Record treatments
 - Specialize interfaces
 - Handle multi point of view o

- Preserve editorial, structural and administrative coherence of the project:
 - Technical
 - Standardized metadata
 - Standardized format
 - Standardized wrapping
 - Semantic
 - Project editorial structure (What)
 - Editorial intention (How)



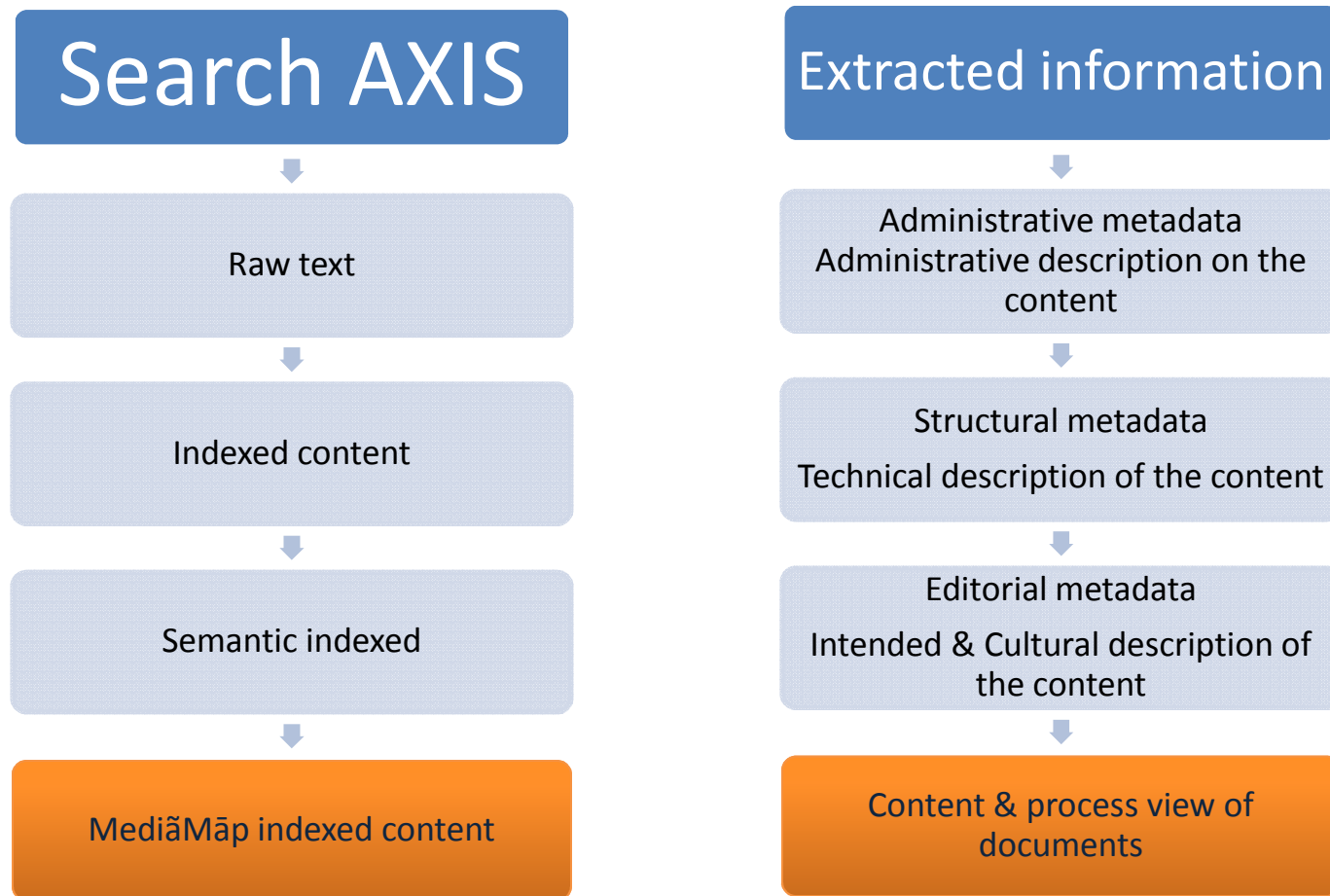
MediãMāp indexing & wrapping

The need for collaboration

- MediãMāp organize the structuring of the content :
 - Structuring the semantic information
 - Describing the production process
- MediãMāp aims at:
 - Identify Role, resource and task to be done
 - Identify skills, know how of partners
 - Reduce lost of information between:
 - Machine & Machine, Machine & Men, Men & machine, Men & men
 - Enable traceability
 - Process optimization (task scheduling)
 - Right management
 - Ease tracking
 - Project management
 - Cost control

MediãMāp indexing & wrapping

MediãMāp enable multiple Axis search





Questions & Answers

From 'Digitisation' to a 'Digital Supply Chain'

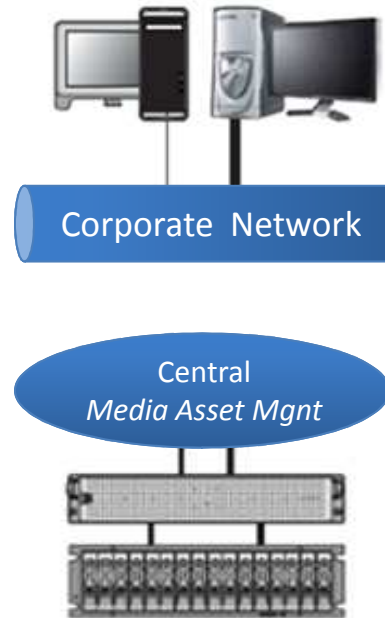
Digital Silos

Digitisation enables increased functionality



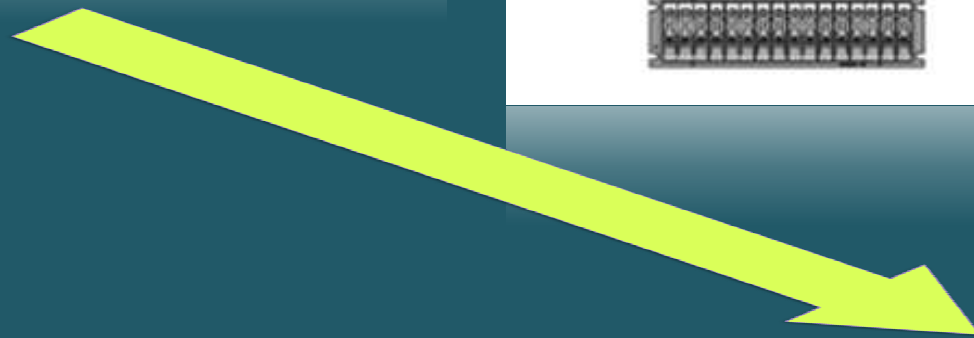
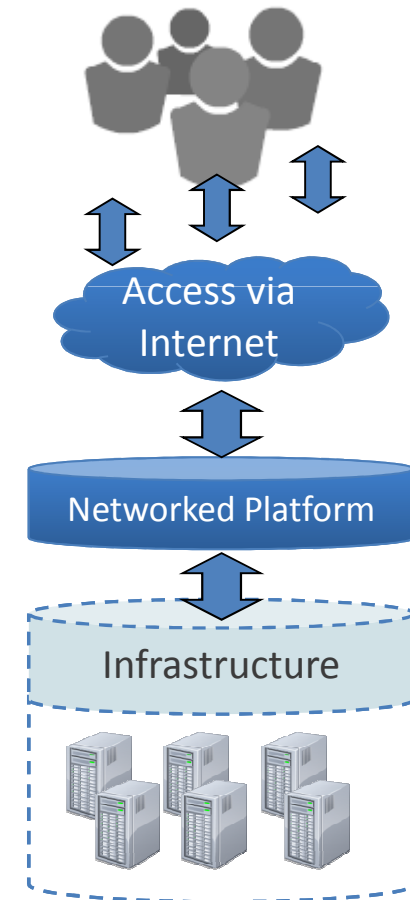
Corporate Systems

Media Asset Management enable re-use and collaboration, but expensive seats are used for both demanding and basic editing tasks



Virtualisation

Service providers will offer a user-friendly application platform where seats and storage volumes are available on demand



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