

The Perfect Search



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This document has been finalised in August 2011 and may not reflect the developments that may have taken place after its finalisation.



Limecraft

· Limecraft

- Incorporated May 2010
- Profitable(!)
- Genuinely expert

· So what do we do?

- Infrastructure
- Media Asset Management
- Workflow Automation
- **Search Technology**



Firefox
deredactie.be x Videozone x +
http://www.deredactie.be/cm/vtrnieuws/mediatheek/programmas/panorama/11113644
Limecraft Competition Telet: Gmail - inbox deredactie.be Apache | news lab Facebook | Startpagina Twitter / Home LinkedIn: Home NMBS D-Link DI-524 voedselteams vzw Radio 1 >> Bookmarks

NIEUWS SPORT CULTUR WEER VERKEER RADIOSPELER WEBSHOP
← keer terug naar de redactie ← sporza videozone ← cobra videozone help

DE REDACTIE.BE VIDEOZONE

REDACTIETIPS NIEUWS PROGRAMMA'S WEER OOK DAT NOC LIVESTREAM MEEST DEKEKEN MIJN SELECTIE

het journaal terzake reyers laet keppen / xl vranckx panorama villa politica volt de vrije markt de zevensdag de vlcek van osama

CANVAS
PANORAMA PANORAMA

00:17 45:43

PANORAMA: RONALD JANSSEN, HET ONDERZOEK VAN DE GEMISTE KANSEN
(Panorama - 18/09/11)

Permalink
f t E-mail

PANORAMA +

- Panorama: Ronald Janssen, het onderzoek van de gemiste kansen
- Panorama: het failliet van ons electriciteitsbeleid
- Panorama: "Gelieve ons te verontschuldigen"
- Panorama: Ite: kruis van de kerk


UITGEBREID ZOEKEN +

yoono

.S (21) CSS (6)





A photograph of a row of classical stone columns, likely from a government building or university. The columns are arranged in a perspective view, receding into the distance. The lighting is warm, suggesting an indoor or shaded outdoor setting. The text is overlaid on the right side of the image, in a white, sans-serif font.

The rush for technology
has lead to
“Digital Isles”

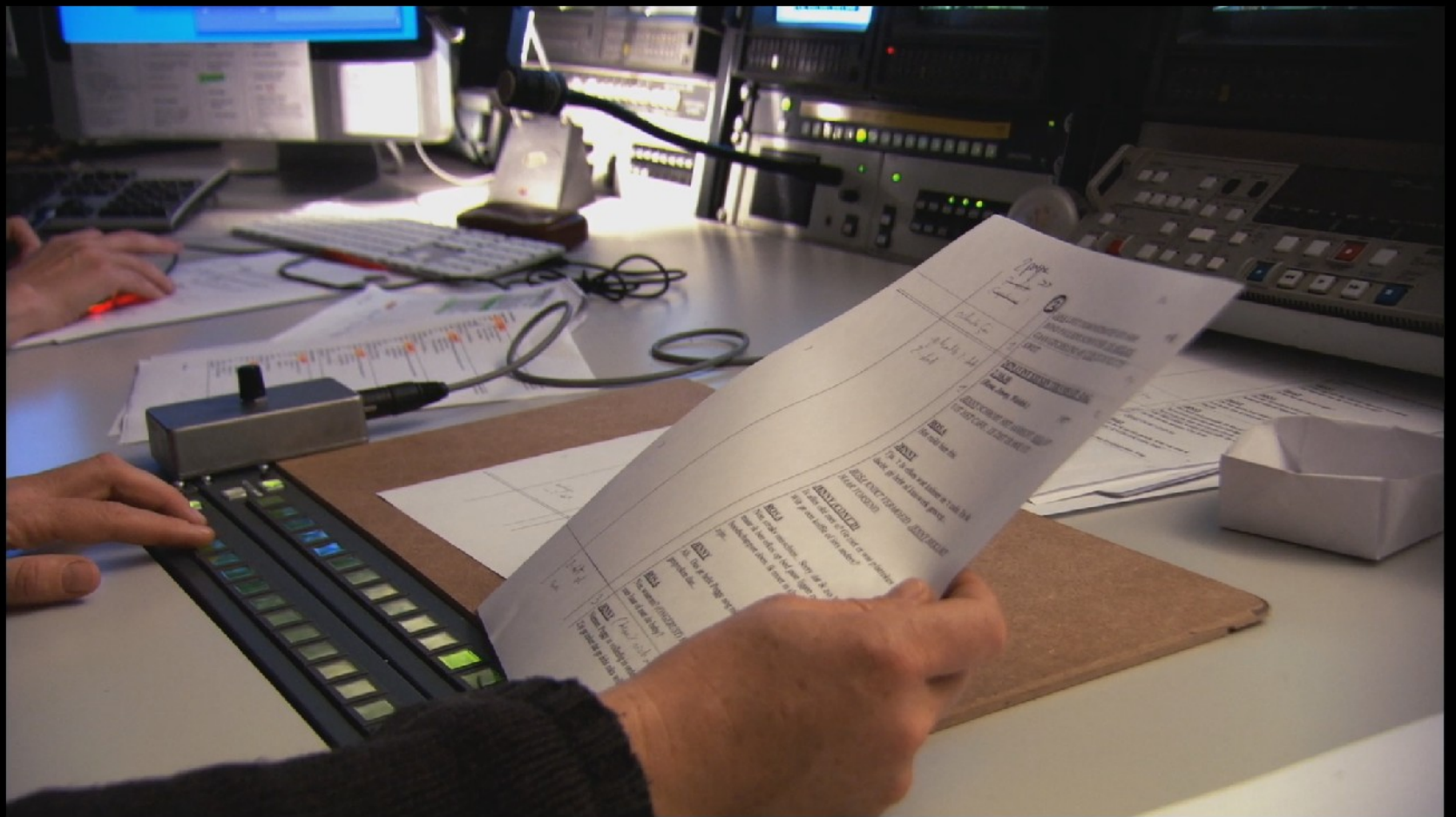
Early adopters are spending
incredible amounts
of money





Smaller producers don't
have access to
Innovation





The digitisation has just begun...

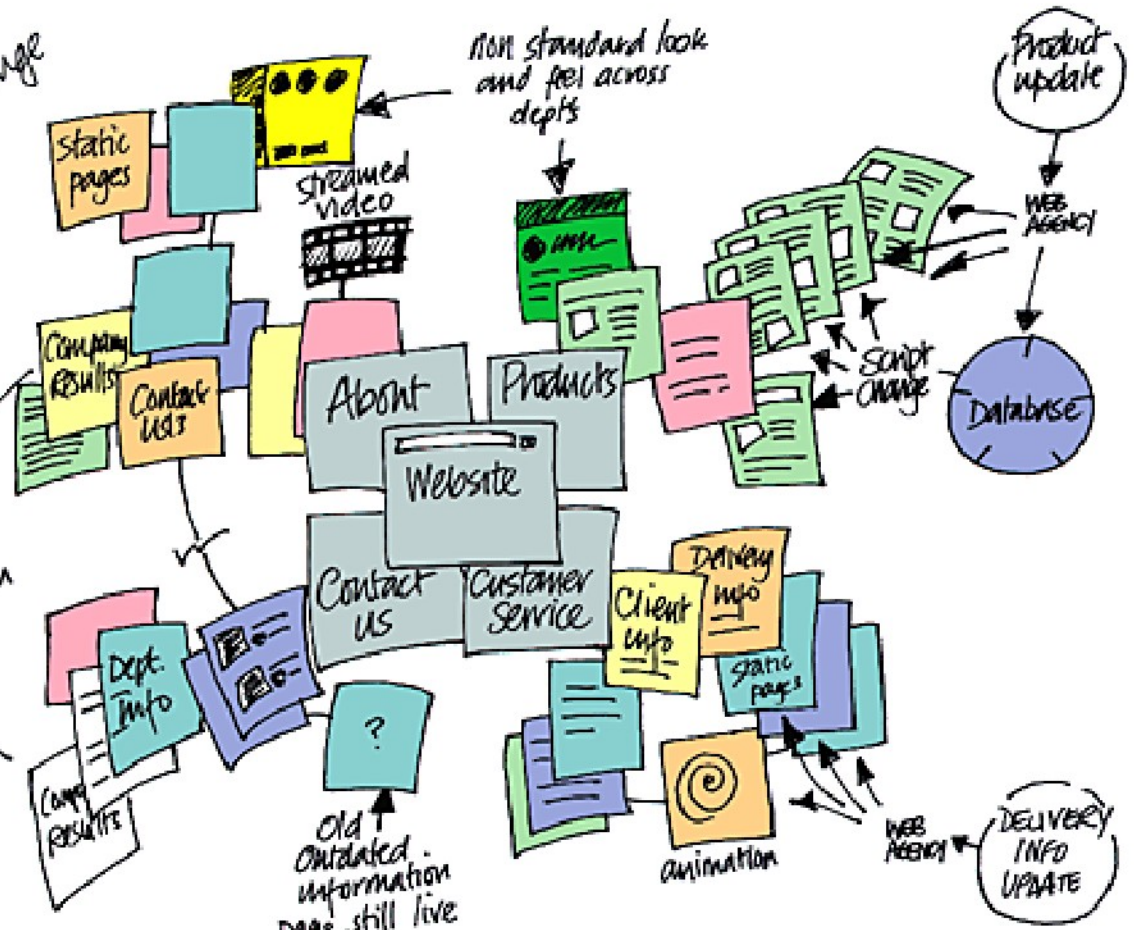
?
Corporate
Brand Change
?

non standard look
and feel across
depts

Product
update

Islands of
information
leading to
duplication

old
outdated
information
page still live



State of the Art

Wanneer: 14143	Lengte: 1 Min	Medewerker: SCQ88	PROGRAMM: JFM	PROGRAMM: JFM	Volgnummer: 1
Treknings- of wissel (voorbeeld):	Koers: <i>Verslag van de reis</i>	Titel: <i>Wetenschap</i>	PROGRAMM: JFM	PROGRAMM: JFM	
Datum:			PROGRAMM: JFM	PROGRAMM: JFM	
Van op naam:			PROGRAMM: JFM	PROGRAMM: JFM	

354

*Vergad. over de...
...congres...
...Lemmer...*

Opzoeken: FILM Set: 16 Aantal: 1

blz. 1 v
trek
archi
uitz
dienst
volgnummer
uitzendjaar
formaat
reeks
tekst
programma
personen
stils
journalist
gabit/kaba/parking
prog
fragr
tekst
kaf
opna
journal

SETS

The strings required for the operation are not defined

EM E2 E3 E4 E7 E8 E9 E20 Ent

Eindigen Sets Refset loon Minge Volg Leeg Inhasurus Ommando Qzakeri

archieffnummer: **ALG20010831**

Engagementnummer: **1**

reeks: **300 ZONNENENGALEN**

formaat: **Compact Standard**

beeld: **1 van 1**

teletekst: **RAW MATERIAL: TEST IMPORT 2**

archiefnummer: **Go Back**

taal: **Engels**

documentid: **2009-09-11 11:28:47**

programma: **Keyframe**

formaat: **MPEG-2**

rechtelijkebeide: **Keyframe service**

taal: **Engels**

1 van 1

RAW MATERIAL: TEST IMPORT 2

Duur: 01:00

Created/Updated: 2009-09-11 11:28:47

Formaat: PAL 4:3 Mono

Rechts: Green

Author: **govsaver / Administrator**

Media object table:

Media object	Server	Created	Status
test import 2			
test2	Highway service	2009-09-11 11:28:47	OK
test2_1.mp2	Lowres audio	2009-09-11 11:28:47	OK
test2_2.mp2	Lowres audio	2009-09-11 11:28:47	OK
test2_3.mp2	Lowres audio	2009-09-11 11:28:47	OK
test2_4.mp2	Lowres audio	2009-09-11 11:28:47	OK
test2_csc2	Keyframe service	2009-09-11 11:28:47	OK
test2_1.mpeg	Keyframe service	2009-09-11 11:28:47	OK

trekwoorden: **BELGIE; BOURGEOIS; ARTISTEN; GASE; KONST; GROND**

CANYON (NATUURGEED); DAK; TERRAS; INTERVIEW; EURO

SPACE CENTER; HUIJTEVAAR; FC; BOOTTOCHI; HUNDOM

PASSAGIER; GASTRONOMIE; RESTAURANT; PERSONEEL;

VAKANTIE; BINNENBELD; SCHIP; BECREERLEEN; VRIJ;



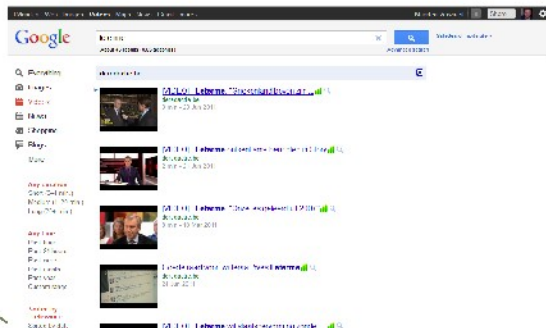
I'M SWITCHING EVERYTHING
OVER TO THE INTERNET - MY PHONE
MY BILLS, MY TV, MY
HUMAN CONTACT.



WASSERMAN
© 6.06 THE BOSTON GLOBE
DIST. BY TRIBUNE MEDIA SERVICES



Issues



Current Best Practices

- Index natural language based tags
- Application of a thesaurus is expensive
- The social network doesn't always work

Issues

- Professionally produced content has metadata, but is not integrated
- Synonyms and homonyms
- Multi-lingual issues

Challenges

- Poor retrieval rate
- No relevancy ranking
- Poor search efficiency in general



A man in a dark suit stands with his back to the camera, arms outstretched, facing a large, curved wall. The wall is covered in a grid of dark lines and features a faint, light blue world map. The overall color scheme is blue and dark blue.

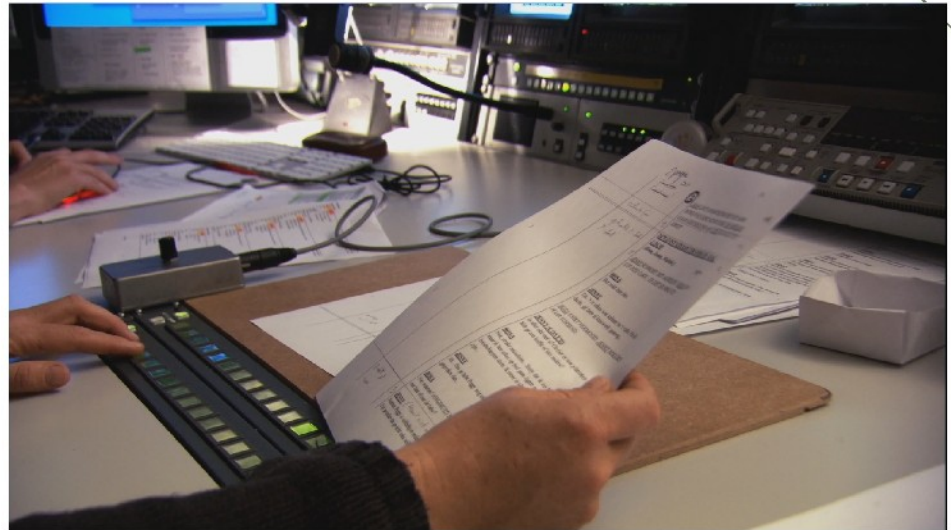
Is “digital” not good enough?

Isn't there enough metadata?

Isn't there any structured metadata?

Will Google and Microsoft
solve the right problem?

Business Issues



Current 'Issues' (source: IABM)

- Transition to File

Long-term Goal

- Collaborative production
- Enable real-time co-production

The real problem is system integration

- Media Asset Management is a process shared by many (rights holders, advertisers, distributors,...)
- Media Asset Management Systems are just databases
- Collaboration is implemented by office applications, email and printed copies

-> How do we connect individual asset management systems?

-> How can we universally identify assets?

-> How can we universally describe assets?



Technical Challenge

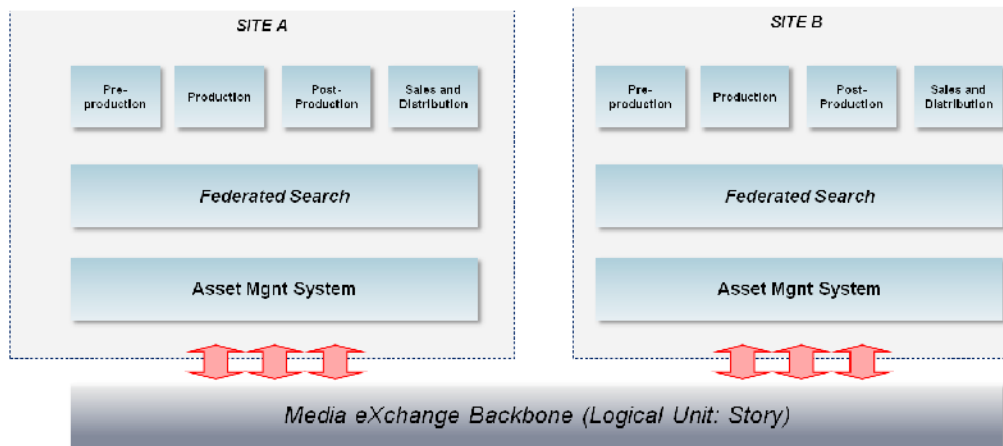
Is it possible to create an application framework that facilitates co-production

- The foundation – a backbone that interconnects existing MAM systems
- Applications
 - Meaningfull script and Newswire processing – semantic “breakdown”
 - Digital Clap (electronic label) during production automates the “logging”
 - Automatic rough-cut editing
 - Intelligent dispatching of content

-> Search technology must semantically integrate various aspects of ‘items’ and ‘stories’

Key Technologies – Identification and Semantic Upgrade

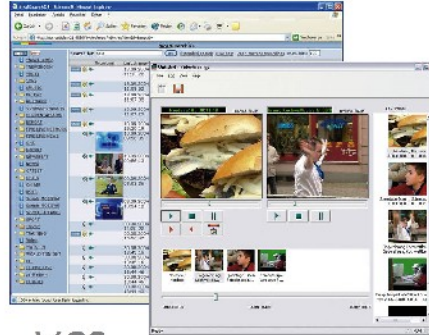
- Identification - Unique identification technology (fingerprinting, watermarking, copy detection)
- Metadata – upgrade existing information to structured formats (NewsML,...)
- Semantics – include a selection of taxonomies



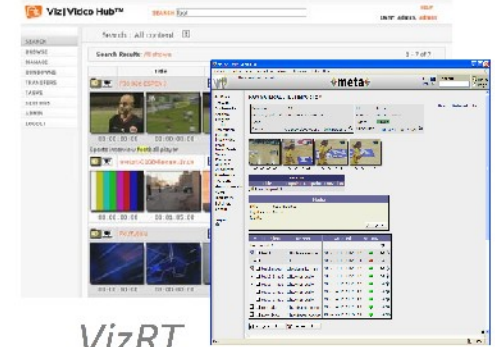
The Usual Suspects



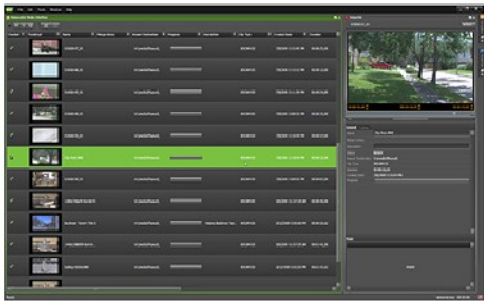
Cinegy



VCS



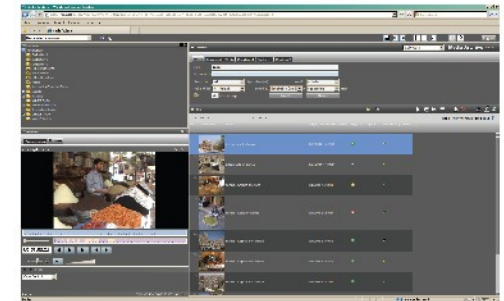
VizRT



GrassValley



Primestream (B4M)



Avid Interplay

Production Systems (EVS, GrassValley, Cinegy, VCS)

- Optimised for a single workgroup
- No need for structured metadata
- No semantics
- **No integration capabilities at all!**



Archive Systems (VizRT, Avid)

- Optimised for large volumes of items
- Limited Number of supported Metadata Formats
- Occasional thesaurus support
- **Poor integration capabilities due to a lack of semantics**





Step 1 – enabling technology

The screenshot displays a web application interface. On the left, there is a search form with various fields for filtering content, including 'titel', 'volgnummer', 'uitzendingjaar', 'formaat', 'label', 'programma', 'journalist', 'gemaakt op', 'jaar', 'archiefdatum', 'assistent', 'audiospoor 1', 'audiospoor 2', 'audiospoor 3', 'beeld', 'bijwerken', 'datum in aanr', 'documentaalf', and 'doos'. The right side of the interface shows a video player with a search bar and a list of search results. The results include video thumbnails, titles, and brief descriptions. A large black arrow graphic points from the search form towards the video player. The interface is titled 'MediaLoop' and includes a 'vernuwen' (refresh) button and a 'personen' (people) section at the bottom.

craft

creativity freshly connected

Step 2 - Integrate in the production process!

The screenshot shows a Firefox browser window displaying the Limecraft logging interface. The address bar shows the URL `http://labs.limecraft.com/nordiclight-demo0/logging/logging.html`. The browser's bookmark bar is visible, with a red circle highlighting the 'D-Link DI-524' bookmark. The interface includes a navigation menu with tabs for 'Production', 'Pre visualisation', 'Photography', 'Logging', 'Postproduction', 'Distribution', and 'Archive'. The 'Logging' tab is active, showing a list of scenes and a detailed view of a scene.

Scenes

Scenes	last modified by	date last modified
Scene #0.1: INT - DOKTERSPPRAKTIJK - DAY	Carole	04/01/2011
Scene #1	Dieter	04/03/2011
Scene #1.1: EXT - TRIBES - DAY People of the World	Dieter	04/02/2011

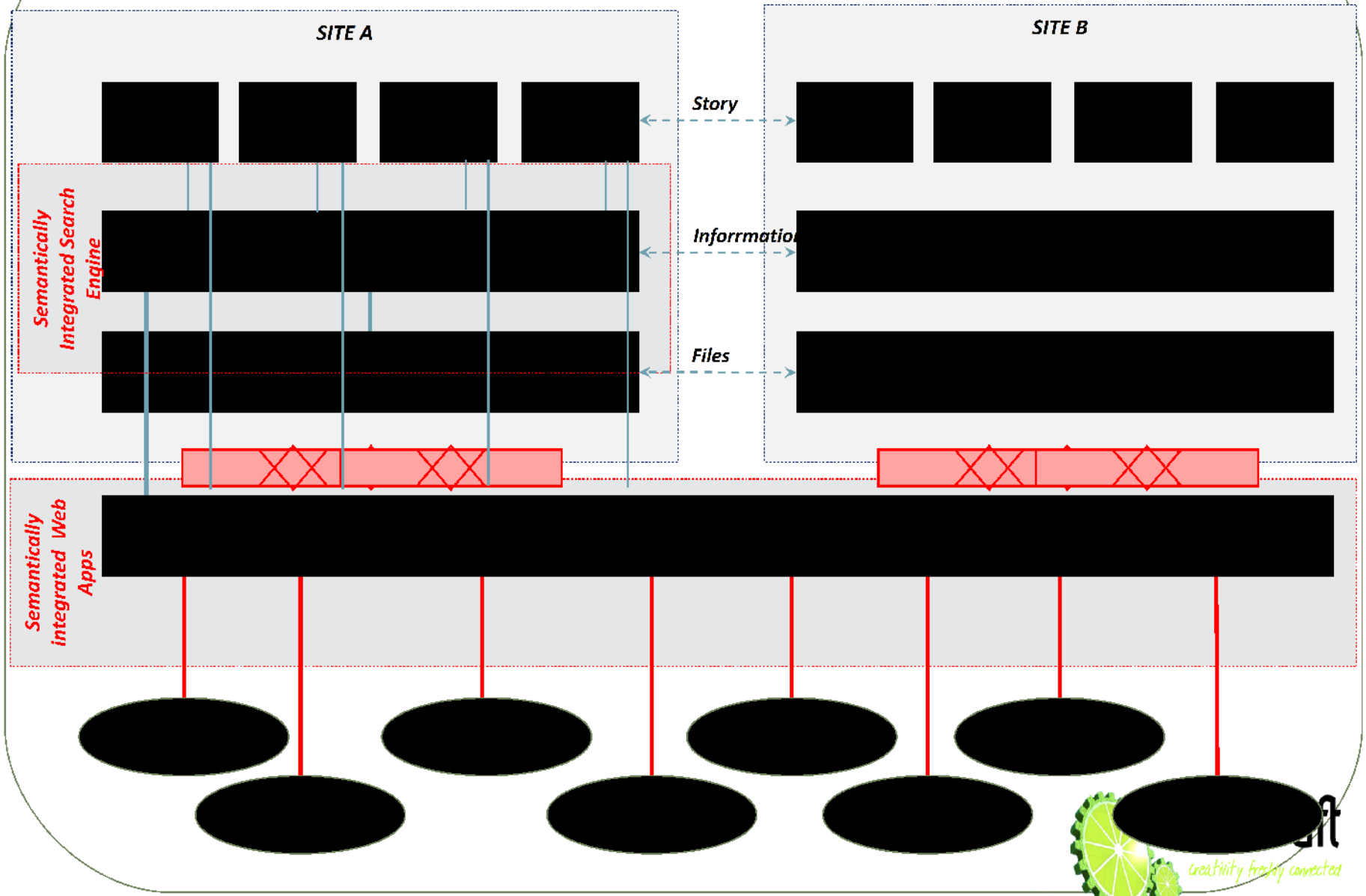
Production: Thisis Episode: 2373

PO-nr: 20241124
Uitzending: Woensdag 2 april 2008
Production Office: 0478/12.34.56
BTW-nr: BE 1234567890
Producer: John Doe 0475/02.32.45
Director: Dirk Corthout 0498/12.12.12

Item: Scene#3 Slugline

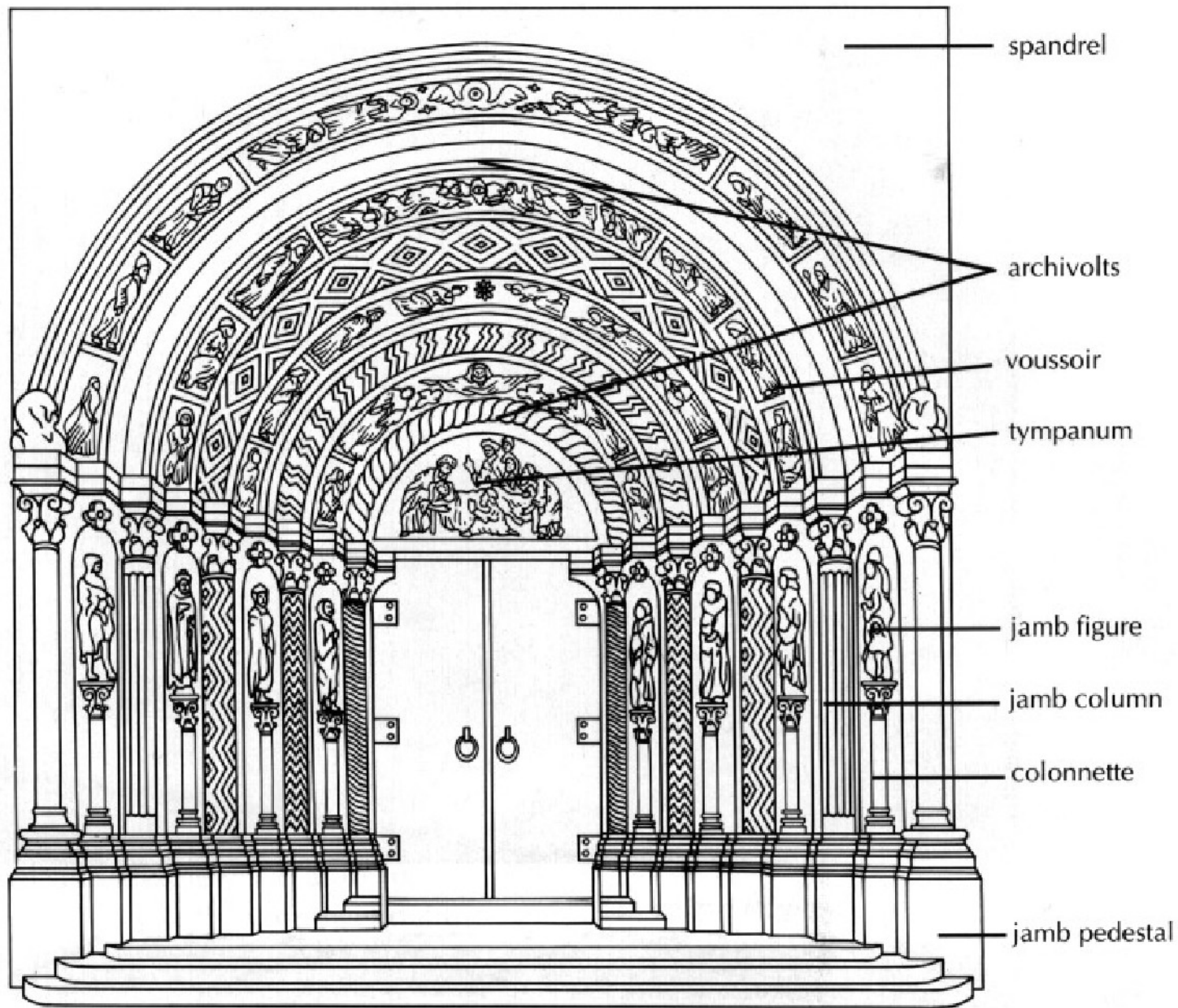
Summary	Info	Script	Media	Published	Related	
	Type: Item type Title: Item title Subtitle: Subtitle, slugline, alternative title Author: Journalist, composer or author By: Interpreter, artist or director Policy: Indication of the use policy	Type: Media type Duration: Duration Image: 16:9 Captured: Date and time Video: DV25 Audio: PCM	Subtitles: Subtitles Overall Quality: Good Audio Channels: Stereo Venue: Location Encoded by: Stereo Encoded by: Stereo	Details	Playlist	Ingest

Step 3 – Integrate in the co-production process



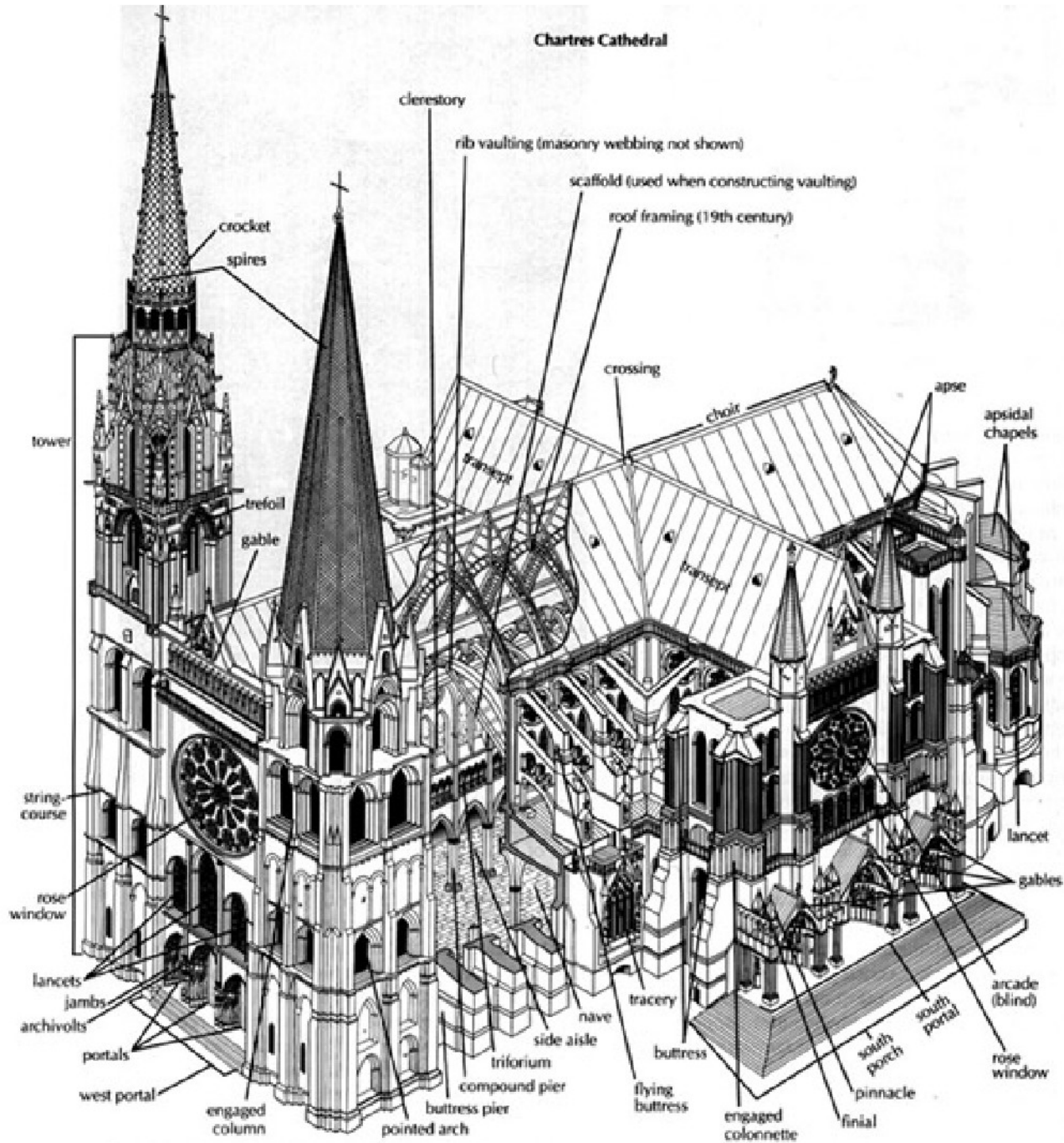
Limecraft fosters Semantic Technology,
which is the key to an
'Online Media Production Ecosystem'

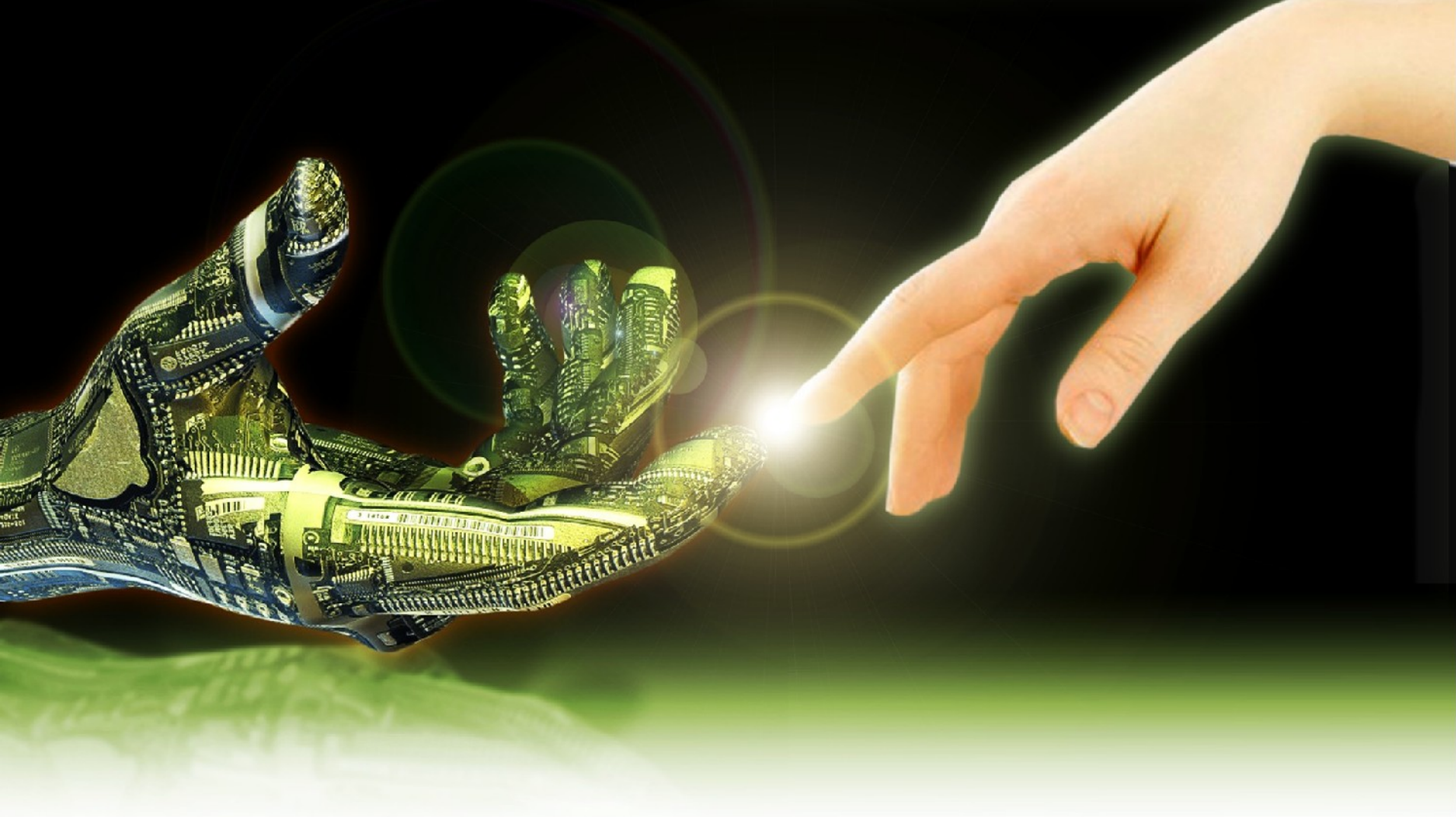




Romanesque church portal

Chartres Cathedral





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- info@limecraft.com