



4. COIN-Ausschreibung „Kooperation und Netzwerke“

Projekt:

ConnectME - Connected Media Experiences

FörderungsnehmerIn:

STI International GmbH

Kurzfassung

Today, media material is increasingly digital and shifting to delivery via IP and the Web, including cultural artifacts or broadcast television. This opens up the possibility of new services deriving added value from such material by combining it with other material elsewhere on the Web which is related to it or enhances it in a meaningful way, to the benefit of the owner of the original content, the providers of the content enhancing it and the end consumer who can access and interact with these new services. Since the services are built around providing new experiences through connecting different related media together, we consider such services to be **Connected Media Experiences (ConnectME)**.

In particular, much rich depth of information and service functionality associated to content in video is not derived today due to a lack of suitably granular description of video, including linking of video objects to the concepts they represent. For example, news reports about local tourism and events are not linked to tourist information and event-related services which a viewer may (spontaneously) wish to access and make use of.

The technological result of the ConnectME project will be an end-to-end service platform to host those added-value services over different networks, providing the common required functionality of each service: multimedia annotation and subsequent enrichment with related content from the Web, combined with the packaging and delivery of synchronized multimedia presentations to the end device. At the device, intuitive user interfaces must be developed so that the selection of on-screen objects and the browsing of the associated content can be done in a non-disruptive and intuitive fashion. As a result, ConnectME facilitates a new interactive media experience built on top of the convergence of TV/video and the Web.

ECONOMIC RELEVANCE

ConnectME draws on the significant research activity and experience in the area of semantic multimedia being performed in Austria and seeks to exploit and extend semantic multimedia technologies such that they can enable commercializable services. ConnectME's research partners will work to make semantic multimedia technology industry mature and through collaboration with innovative Austrian enterprises they will be able to test this in a real business situation. We will take forward looking IPR and



4. COIN-Ausschreibung „Kooperation und Netzwerke“

foreground agreements in the consortium in order to ensure a basis for future commercial success of the project results.

Today we see rapid growth of Web-based video delivery through portals such as YouTube, as well as a convergence of TV and Internet across devices, so that TV watching over the Internet and Internet access while watching TV (whether the end device is the PC or the TV set) is becoming increasingly common place. Converged media delivery and associated services are seen as a major growth market with significant potential for innovative new approaches and companies able to commercialize them. For example, in-room IPTV systems in hotels are currently typically limited to VoD / a hotel TV channel and could potentially offer richer, more connected media services to the hotel guest.

The economic goal of ConnectME is to strengthen Austrian company share in the rich media services market on the classical (PC based) Web, on IPTV and in the mobile application sector, winning market share for Austrian R&D and service providers, as well as in the telecommunications and broadcaster domain. We will also be open to inspiring new business models in ConnectME which generate wealth and inspire new start-ups and entrepreneurs.

IN THE LONG TERM, THE CONNECTME PLATFORM AND SERVICES COULD BECOME A CORE TECHNOLOGY OF THE EMERGING UBIQUITOUS RICH MEDIA WEB “MADE IN AUSTRIA”.