

MDN WORKSHOP 2013

5-6 JUNE • EBU, GENEVA

WEDNESDAY 5 JUNE

10.00-10.15	Welcome		
10.15-11.15	Metadata Production Framework based on AVDP	Masanori Sano	NHK
	<p><i>The AudioVisual Description Profile (AVDP) is an MPEG-7 profile that has been developed in the EBU MIM/SCAIE project and became an ISO/IEC standard in 2012. The AVDP has been adopted as a metadata model of Metadata Production Framework (MPF) V3.0, which has been proposed by NHK STRL for establishing the environment where users can test, evaluate multimedia analyses, and build up practical content-based metadata generation/supporting systems by utilizing the automatic information process. This presentation will give an overview of how you can handle AVDP for this purpose using some available reference software.</i></p>		
11.15-11.45	Tea, coffee & networking		
11.45-12.45	Exploiting Frame-based Metadata with Key-Value Stores	Alberto Messina	RAI
	<p><i>This talk will describe RAI's experiments with key-value stores in the field of frame-based metadata, i.e. metadata that have a temporal granularity comparable with the frame rate. Due to this nature, and in contrast with descriptive metadata, frame-based metadata pose important issues in terms of storage, memorization and efficient access which should be managed with appropriate technological solutions. The talk will describe two use cases: fast access to distributed high quality material repositories and online automatic calculation of content genres based on low-level features.</i></p>		
12.45-13.45	Lunch		
13.45-14.45	Nordif3: a data model for content exchange in Nordvision	Henrik Slåen Juan Pablo Albaladejo	NRK Tedral
	<p><i>The presentation will cover the data model defined in the Nordif3 project with special emphasis on the ingest and download mechanisms and the integration with each of the partners' MAM systems. In the Ingest Flow, this integration allows the partners to export materials out of their MAMs with their corresponding metadata and upload it to the Nordif3 exchange platform.</i></p> <p><i>In the Download Flow, a partner will choose material and download it to its local network with the corresponding metadata, which will then be used to catalogue the material when ingesting it in the partner's MAM. Both types of exchange, ingest and download, are made possible regardless the different data models in use in each partner's MAM thanks to the standardization of the shared data model in Nordif3 using EBUCore.</i></p>		
14.45-15.15	EBUCore MINT mapping tool	Jean-Pierre Evain	EBU
	<p><i>The first version was presented last year; the second version of the MINT tool is even more user-friendly and useful.</i></p>		
15.15-15.45	Tea, coffee & networking		
15.45-16.45	Automated Semantic Tagging and the World Service Archive prototype	Mark Flashman	BBC
	<p><i>The World Service archive website includes around 70,000 English-language programmes from the BBC audio archive. The programmes have all been categorised by machine using innovative data extraction techniques, and metadata is further improved by the ways users interact with the site. A combination of automation and crowd-sourcing has dramatically reduced the amount of time required to publish this rich archive online.</i></p>		
16.45-17.45	Accessing multimedia metadata on the Web	Werner Bailer	Joanneum Research
	<p><i>The W3C Media Annotations WG has recently defined a core metadata set for multimedia resources on the Web. For using the metadata in a Linked Data environment, an ontology -- compatible with EBU CCDM and EBUCore -- has been defined, together with mappings from a number of common metadata formats. In addition, an API for accessing the metadata in Web applications has been defined. We show how existing open source implementations of the API, both as Web service and as JavaScript library, can be used, and serve as a toolbox for own implementations of the API.</i></p>		
17.45	Wrap-up		

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THURSDAY 6 JUNE

09.00-09.15	Welcome		
09.15-10.30	Embedding EBUCore metadata: Applications and Lessons Learnt	Dieter van Rijsselbergen	Limecraft
	<p><i>Recently, the EBU has supported a metadata development initiative of which the aim was to embed descriptive metadata in audiovisual essence containers such that it no longer needs separate out-of-band delivery mechanisms, and as such, cannot get lost when material is exchanged between production facilities. The idea is: if the essence arrives, so does the metadata. In practice, we have developed an open-source software development kit (SDK) that embeds EBUCore metadata in MXF essence files. In this presentation, we discuss the architecture and working principles of the SDK and present the lessons learnt during this process of development and its impact on standardization and vice-versa.</i></p>		
10.30-11.00	Tea, coffee & networking		
11.00-12.15	Implementation of CCDM at the media integration department of the VRT: a use case	Wouter Vanderhaeghe	VRT
	<p><i>In May 2012, the VRT has started a new media integration programme. The media integration group was set up, and the integrations between media systems were and will be developed accordingly to service oriented principles and patterns. CCDM was chosen as the basis of the VRT media integration data model.</i></p> <p><i>Firstly, this presentation will tackle in detail the reasons why the VRT chose CCDM and the goals we want to reach, how CCDM was implemented, and what questions and issues we had to face during the implementation.</i></p> <p><i>Furthermore, the design will be discussed. The relational database model will be shown, examples of rest services will be given, and some of the events and messages in the integration system will be discussed.</i></p>		
12.15-13.15	Lunch		
13.15-14.15	Representing and managing rights with MPEG-21 Media Contract Ontology	Laurent Boch	RAI
	<p><i>MPEG-21 Media Contract Ontology (ISO/IEC 21000 – part 21, shortened to MCO) aims at expressing in a semantic representation the business agreements regulating the exploitation of audio-visual works.</i></p> <p><i>Broadcasters need to manage their owned rights for a number of reasons, such as planning transmissions, for re-use of archival content in new productions, and making trades of rights by means of sales and purchases, among others.</i></p> <p><i>Within European project PrestoPRIME (www.prestoprime.eu) RAI contributed to the MPEG-21 Media Contract Ontology and developed a proof of concept software (named Rightsdraw and released in open-source) that can be used for creating and working on MCO documents. The main currently supported functionalities are: creation, presentation and editing of MCO contracts; integration with archive services; support to rights clearance by verification of owned rights against target exploitation; support to sales and purchases activities.</i></p>		
14.15-15.15	Get knowledge with the knowledge	Roger Roberts	RTBF
	<p><i>The MediaMap+ project focuses on the enhancement and enrichment of knowledge using raw media and existing metadata (flat models). The goal is to study and develop a standardized interaction protocol for industry to obtain wide content/metadata interoperability.</i></p> <p><i>The integration of semantically meaningful media representation will facilitate novel content creation processes and exploitations. This technology opens the field of navigation within and between different segments of works. This is a radically new application that could open up new markets in many industries.</i></p>		
15.15-15.45	MediaMixer: facilitating media fragments mixing and its rights management using semantic technologies	Roberto García	Universitat de Lleida
	<p><i>The MediaMixer project and community promote the use of semantic technologies for media mixing through real use cases and demos that showcase them. A typical MediaMixer demo will involve fragmenting media assets, annotating them using semantic descriptions and exposing these descriptions to customers, for fragment level search and selection. Fragments will be also linked to rights information based on a copyright ontology, which integrates licenses, policies and rights expressions based on existing standards like DDEX, ODRL or MPEG-21.</i></p>		
15.15-15.30	Wrap-up and end of meeting		

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