



## Multimedia Meets Radio and TV 2006

23-24 March 2006 - EBU Geneva

### Implementation of the New CMS in RAI



## PRESENT SITUATION

### New Media

- DTT :
  - MHP Applications (news, services, entertainment)
  - Interactive tv programs (forum, community, portal tv)
  - miniCMS

### Teletext

- Analog :
  - Vortex (CMS-editing-publishing)
- Digital :
  - MHP + content refactoring + miniCMS




### Web

- Vignette CMS
- Dedicated document management
- Dedicated services

## New Media:

Applications...

and Needs

|   |  |  |
|---|--|--|
|    | <p><i>EPG</i></p> <p><b>Guida!</b></p>         | <ul style="list-style-type: none"> <li>• <i>smart EPG access</i></li> <li>• <i>TV program search</i></li> <li>• <i>entertainment</i></li> </ul>                |
|   | <p><i>Portal TV</i></p> <p><b>RAIUtile</b></p> | <ul style="list-style-type: none"> <li>• <i>app "living" with video contents</i></li> <li>• <i>news &amp; services</i></li> <li>• <i>t-learning</i></li> </ul> |
|  | <p><i>Gaming</i></p> <p><b>Magic CUP</b></p>   | <ul style="list-style-type: none"> <li>• <i>high usability</i></li> <li>• <i>fast access to information</i></li> <li>• <i>strong RC interaction</i></li> </ul> |

## Teletext: Televideo



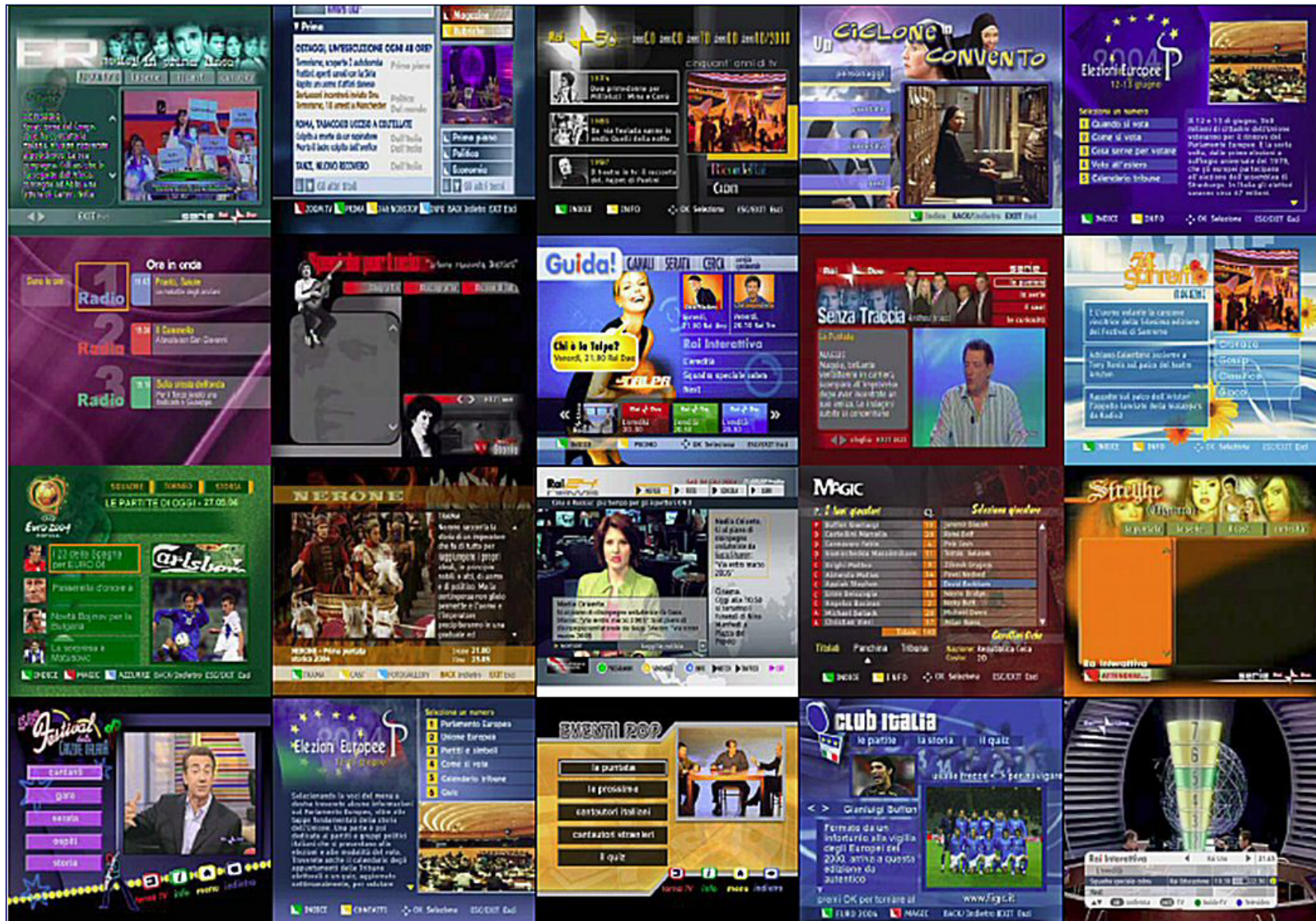
- “same” contents on both Analog & Digital versions
- fast update and synchronization

## Breaking news: RaiNews24



Contents and Services overlapping the original channel graphics





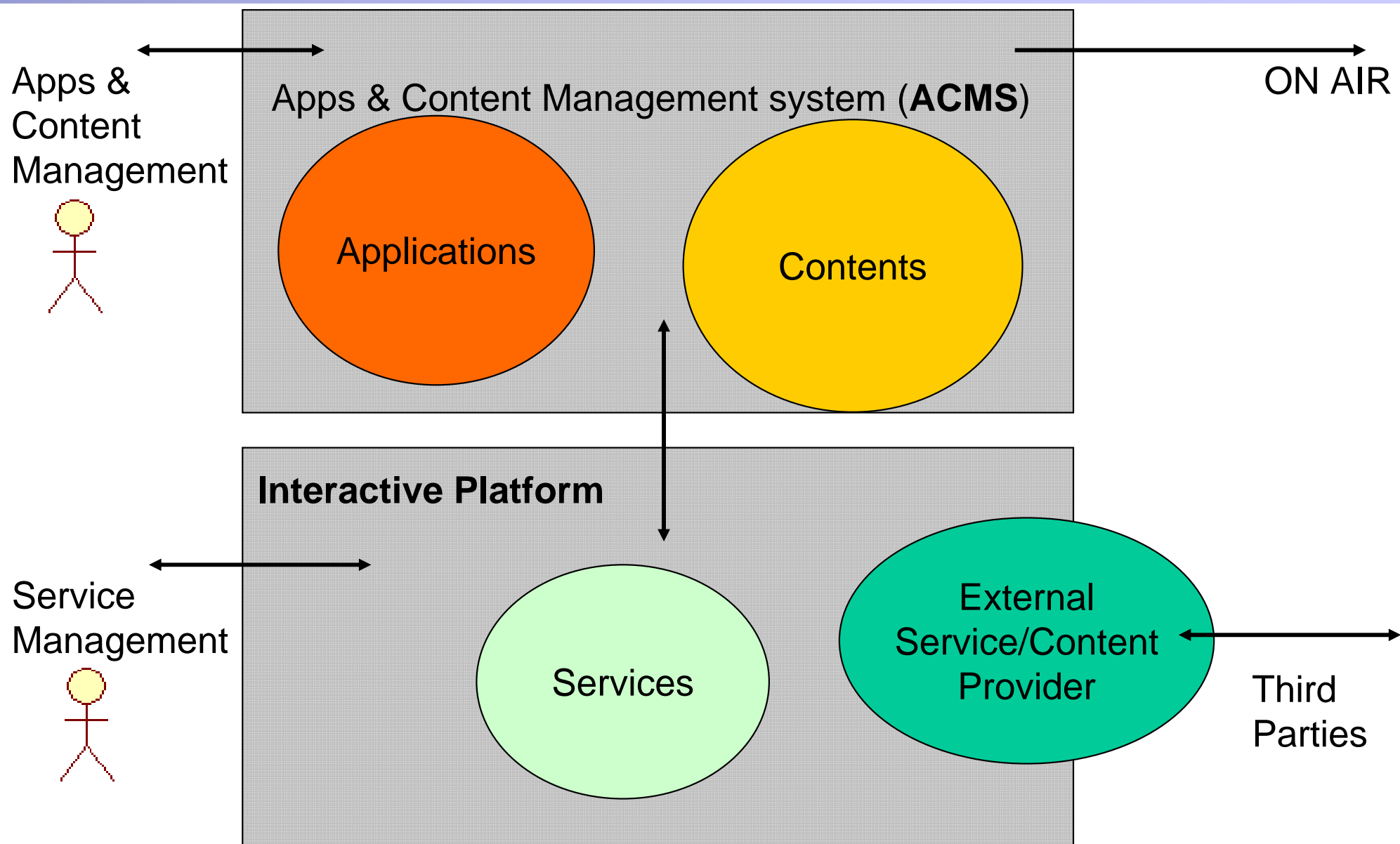




## USER REQUIREMENTS:

- Unified content management on all available media  
(DTT, Web, Teletext, Mobile...)
- Interactive Application composition/management/deployment
- Services integration/reuse between different platforms
- Interactive products integration with existing TV production





## EVOLUTIONS:

### New Media

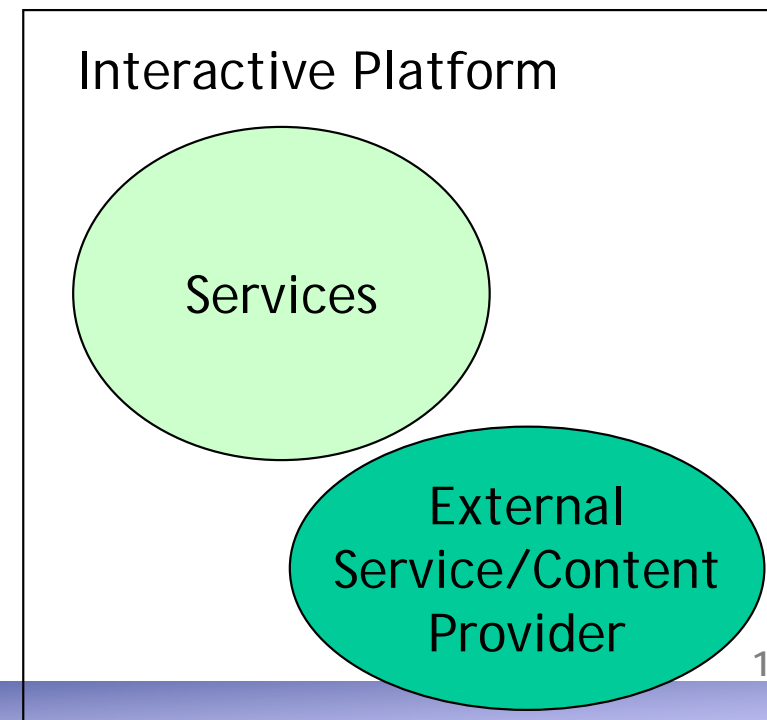
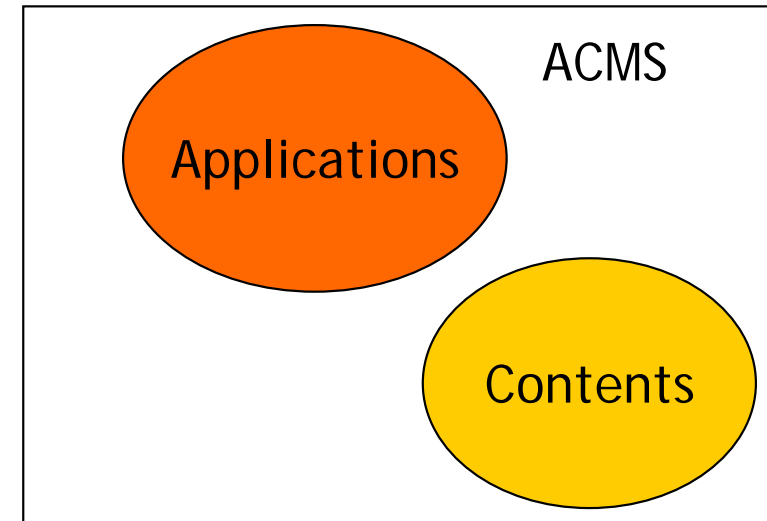
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## MAPPING:

### New Media

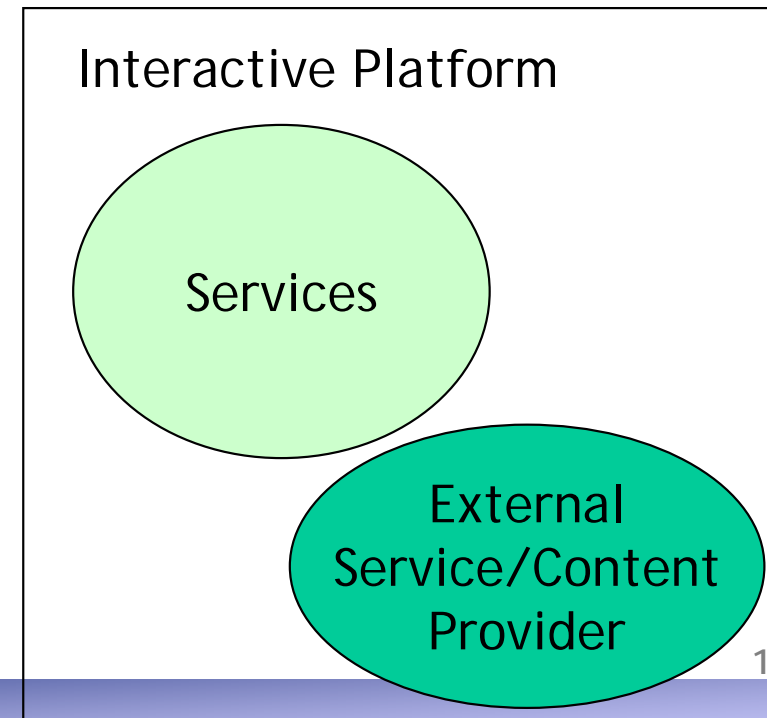
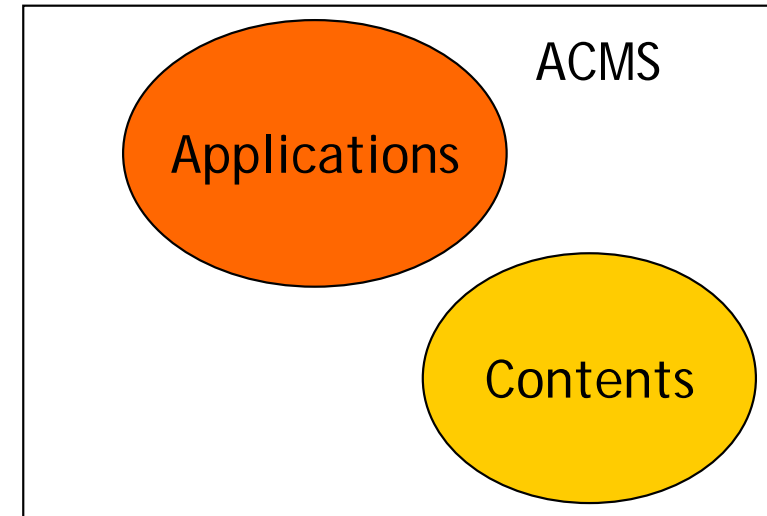
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### Teletext

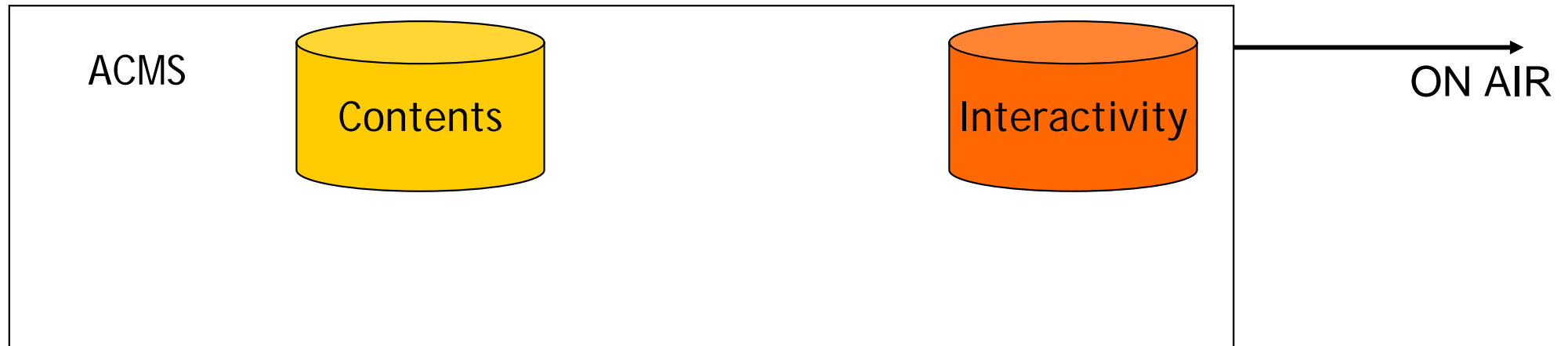
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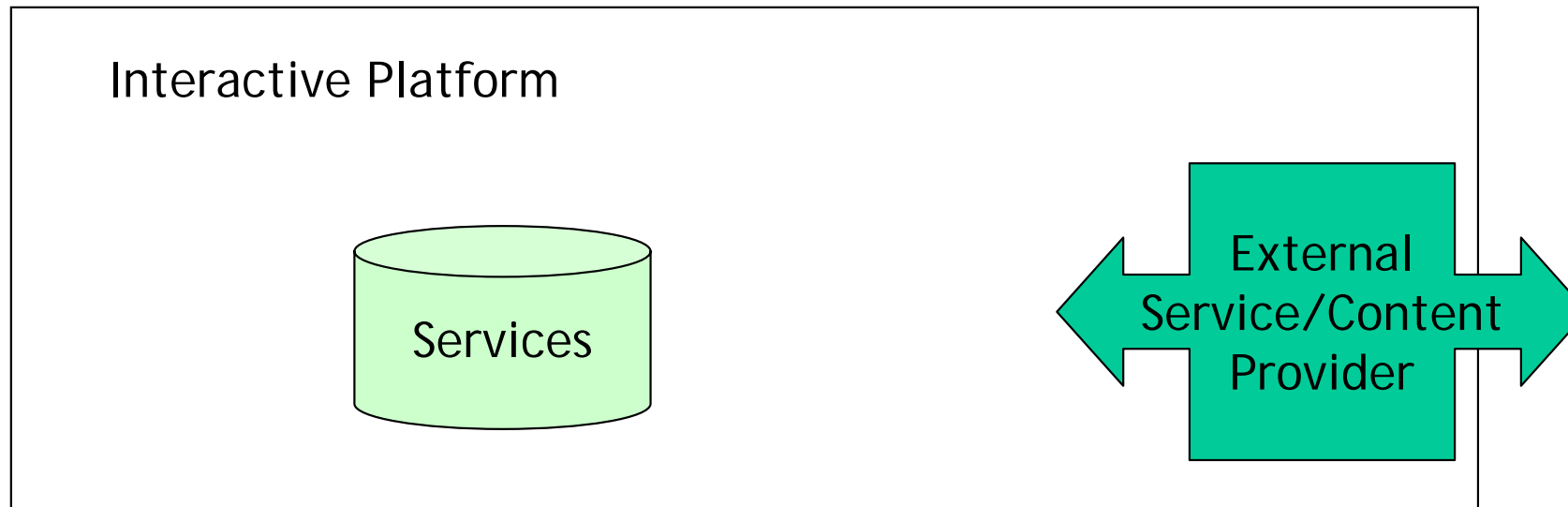


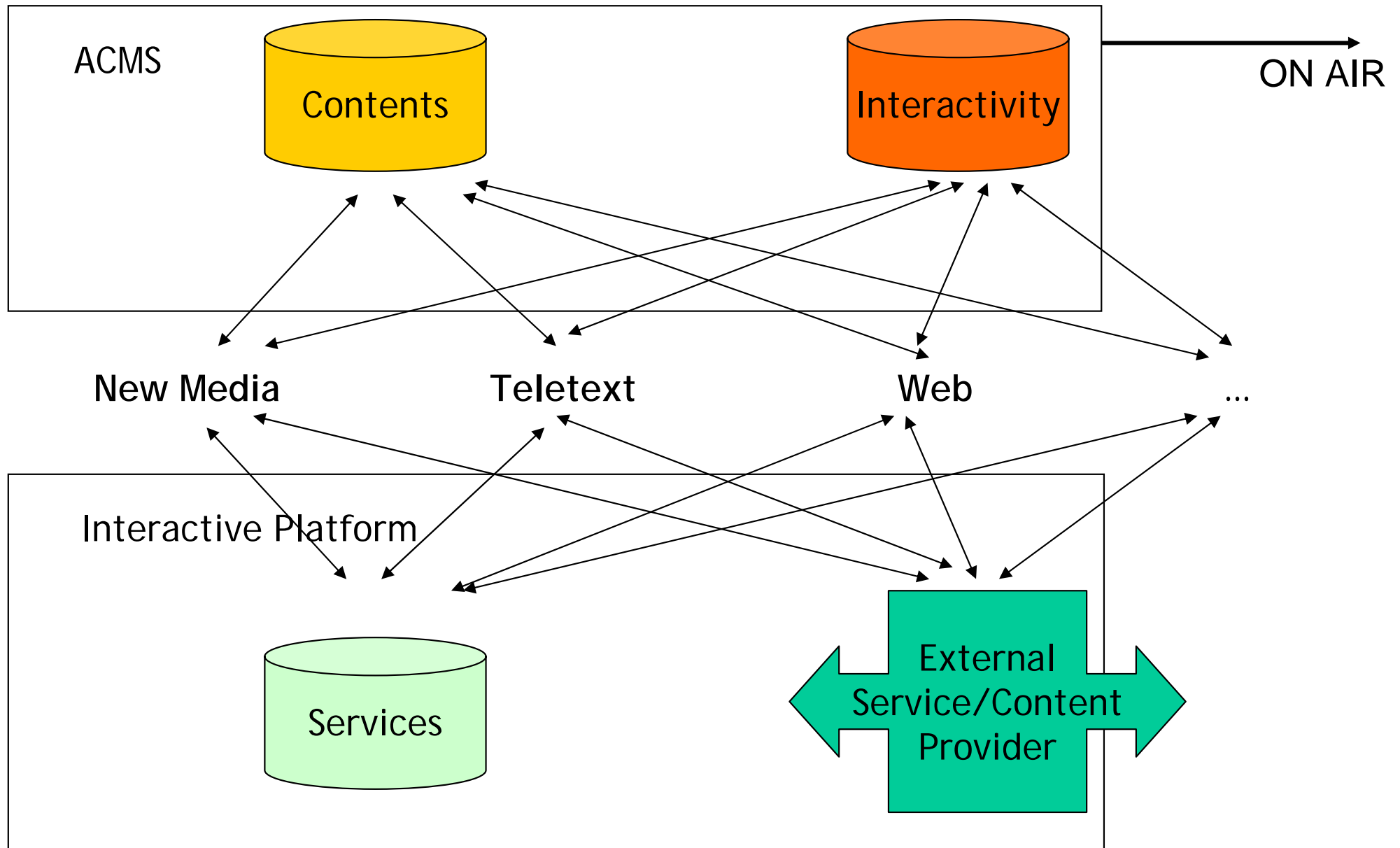
New Media

Teletext

Web

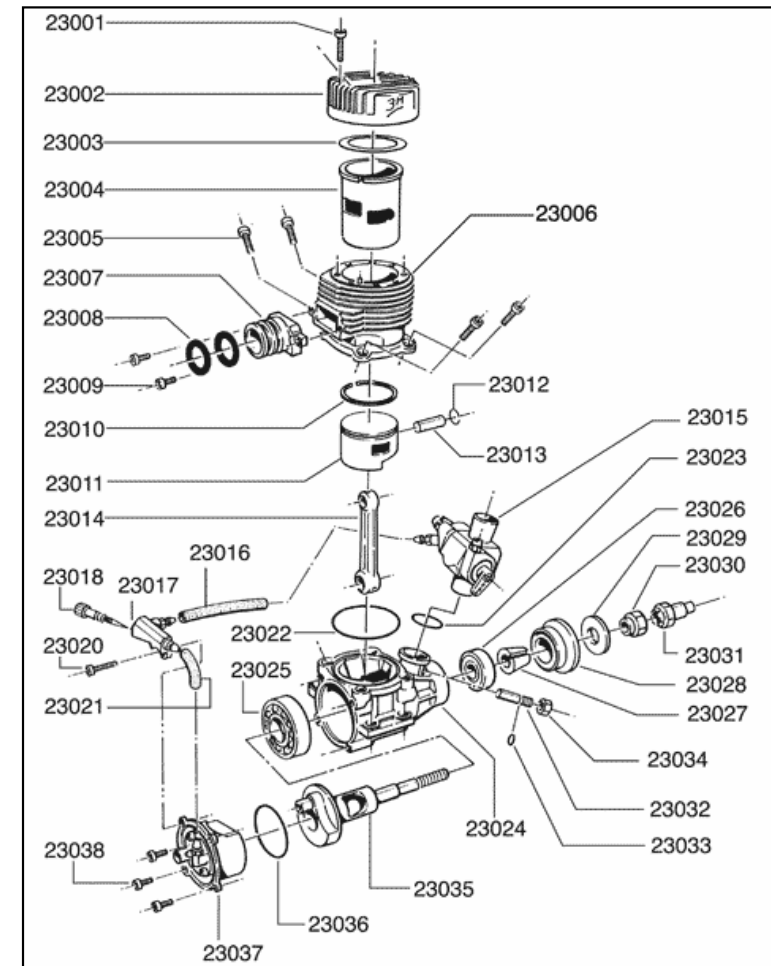
...





## IMPLEMENTATION DETAILS

- Application & Content Management System based on Vignette CMS
- Interactive platform based on BEA Web Logic Integrator
- Custom Implementations for
  - i-Application Managment
  - MHP client portability
  - Third parties services integration





## Conclusions

- Content Management means also *Services & Interactivity*
- Shared Contents and Services for common *needs*
- Strong Architecture for efficient *Media integration*
- Open Design... waiting for *New Media opportunities*



Thank you for your attention!

Fabio Ventrone

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