



The RAI Application and Content Management System for iTV

A brief overview

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- ✓ RAI's current experience and roadmap
 - ☞ Requirements, problems, open issues
 - ☞ The analysis and design process
 - ☞ Reference architecture
 - ☞ Current situation
- ✓ Conclusions



Our starting points: Why/Where/How

✓ Why CMS is needed in iTV?

- ☞ Obvious answer: interactive applications are made of digital contents: images, texts, html, multimedia
- ☞ Digital contents must be acquired, managed, and accessed at the proper time in order to ensure an efficient production process for interactive applications

✓ Where to install and run the CMS?

- ☞ Inside the production facility, to ensure an easier integration with existing systems

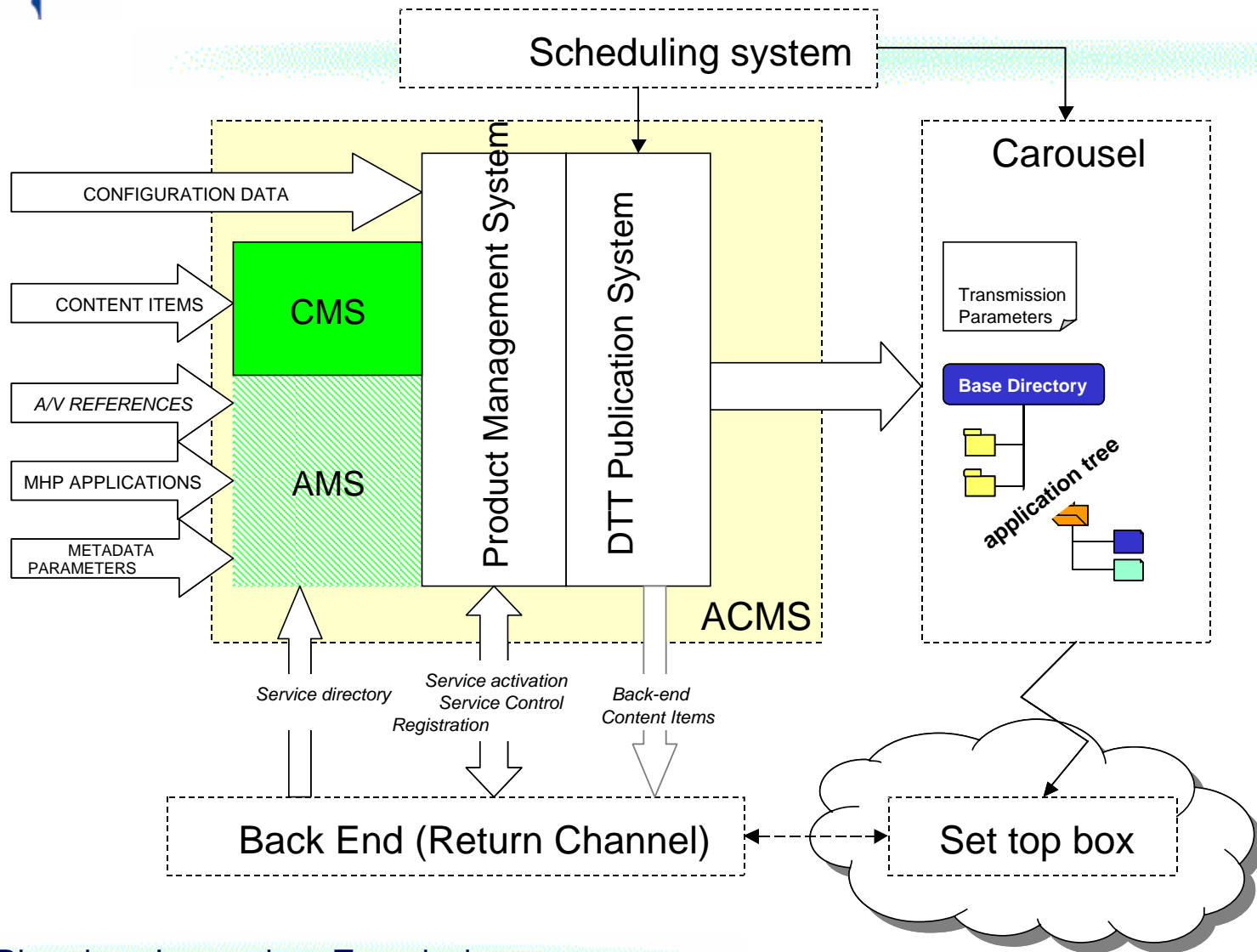
✓ How to realise all this?

- ☞ By an initial requirement and business analysis
- ☞ Integration of in-house or new Content Management Services, through the use of customised off-the-shelf products

Requirements

- ✓ Acquiring content items from external Content Providers through third party gateways
- ✓ Flexible workflow management orientated to task-specific editorial teams
- ✓ Long term and mid term planning of interactive applications
 - ☞ From the main editorial conceptualisation, through the development of the editorial versions, down to the physical objects (i.e. the Java application delivered to the STB)
 - ☞ Guidance and control over the application development process
- ✓ Integration with existing scheduling systems
- ✓ Integration with existing DVB playout systems

Integration Architecture



Some issues and problems

✓ Business analysis issues

- ☞ The new scenario leads to an evolution of the traditional concept of television product
 - Management of the “Interactivity track” in the production and archiving process
- ☞ A thorough cross-organisation business analysis was needed to identify the business entities and the core processes

✓ Product selection issues

- ☞ Their evaluation is made difficult by the fact that Off-the-shelf CMS are typically web-oriented, but the iTV brings some new requirements therein

✓ Integration issues

- ☞ Different technologies, distribution issues, bring some *middleware* analysis in addition, which incides on the total cost of the project
- ☞ The development business model (i.e. body rental vs. turnkey) has revealed a crucial point for success

Current situation

✓ Application Management System

- ☞ The core data model has been developed
- ☞ Access and management interfaces are in the test phase

✓ Content Management System

- ☞ Web Service-based access to contents
- ☞ A pilot application based on the new framework has been developed and integrated with the existing publication infrastructure

Conclusions

- ✓ Design must start from business analysis
- ✓ Selection of off-the-shelf products must follow the requirement analysis
- ✓ Integration problems shouldn't be underestimated in the project planning
- ✓ Development model is crucial

thank you!

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