USE CASES FOR MEDIA DATA SPACE

Danilo Bianchini (Intellera Consulting)

EU Media Data Space – Project output

Feasibility study for the creation of a data space to foster data sharing and digital transition in the European media landscape.

- **Analysis of the operational and legal framework for the creation of data spaces**

- **Definition of a clear governance structure (and service model) for a EU data space**

- **Technological feasibility assessment of the governance structure**

- **Economic/financial feasibility assessment of the governance structure**

- **Set of recommendations (technological, legal, policy recommendations)**

EU Media Data Space - Project overview

Client: EU Commission - DG CNECT

Project duration: October 2021 - October 2022 (12 months)

Consortium

| Financial & economic feasibility - Project Management | Legal expertise - Media Sector expertise | Stakeholder consultation - Media Sector expertise | Technological feasibility expertise |

Intellera

KU Leuven
- Institute for Media Studies
- Centre for IT & IP Law

Europe's MediaLab Foundation EURACTIV

CARSA s.a.

Software Quality Systems, S.A.

Project Milestones

Understanding of the media ecosystem

- Interviews with experts (technological and media)
- Consortium workshops
- Workshop with stakeholders
- Identification of relevant data types and stakeholders categories
- ✓ Definition and validation of a **FIRST SET OF USE CASES**

Alliance building

- Preparation of use cases including potential business cases
- Engagement of pivotal stakeholders for dissemination and onboarding
- Launching event and continuous dissemination
- ✓ Foster the creation of a Coalition of media stakeholders

Assessment of feasibility

- Business schemes and cost-benefit analysis in view of potential market developments
- Definition of legal framework and compatibility at national level
- Identification of architecture requirements and most suitable technological solutions
- ✓ Delivery of the feasibility study on a potential European Media Data Space

Project conclusion

- Production of policy recommendations
- Final event (Workshop)

1 YEAR | October 2021 – October 2022

An approach based on use cases

*Bottom-up approach including multiple **interviews** and **workshops** with **media stakeholders** and experts from the **data space community***

Map needs and trends in the media sector. Identify pain points and areas of improvement

Identification of key applications of the data space as starting point for its launch

Discuss benefits and added value from data sharing and incentives to join the initiative

An approach based on use cases

What is a 'use case'?

A '*use case*' is a specific situation in which a product or service could potentially be used, to address a need or solve a problem.

- Consolidated approach to show design examples of data sharing

- Help to understand how data space could improve business

- Useful to map the ecosystem and stakeholders roles as well as to identify external factors (regulations, changes in the market, etc.)

Each use case is progressively developed by framing the following components:

- *Problem*

- *Solution by addressing technological feasibility and market value*

- *Concrete benefits*

- *Detailing the use case in terms of:*
  - ❑ *Types of data*
  - ❑ *Roles*
  - ❑ *Governance and Data Management*

Portfolio of the possibile Use cases in the media sector

*Interactions with multiple stakeholders and desk research has allowed the Team to identify **a portfolio of use cases** relevant for the definition of the Data Space specific functionalities and building blocks*

Copyright

Adaptive Content Recommendations

Shared archiving: enhanced information retrieval

Addressable Advertising

Anti-piracy

Audience Analysis

Resource Management

Translation of content

Unified Access to non-live content

Live Media 'on-the-go'

Immersive Reality Content / Meta-verse Content

Interactive Contents - Gamification

Preliminary use cases

Use case name: Adaptive content recommendations

Context: media companies struggle to intercept the right audience and to increase the number of viewers/readers. Despite the large number of contents produced, loyalty and subscriptions are low.

Opportunity/challenge: Obtaining more information on readers' and viewers' habits and interests could improve the overall business context. Obtain the 'data mass' from big Tech companies can be difficult, but this could be bypassed through a data space where different EU media cooperate by pooling together relevant information (and computing capabilities).

Type of data flow: Cross-value chain and Cross-sector

Preliminary use cases

**Use case name:** Addressable advertising through audience analysis

Context: Advertising represents a major income for media entities. Media entities often conduct audience analysis to improve the quality and relevance of the content to be shared.

Opportunity/challenge: A media data space where media stakeholders would share audience profiles, conversion and attribution data, would increase accuracy in ads targeting, improving potential profits by ensuring that promotional contents are customer specific.

Type of data flow: All (intra-sector and cross value chain)
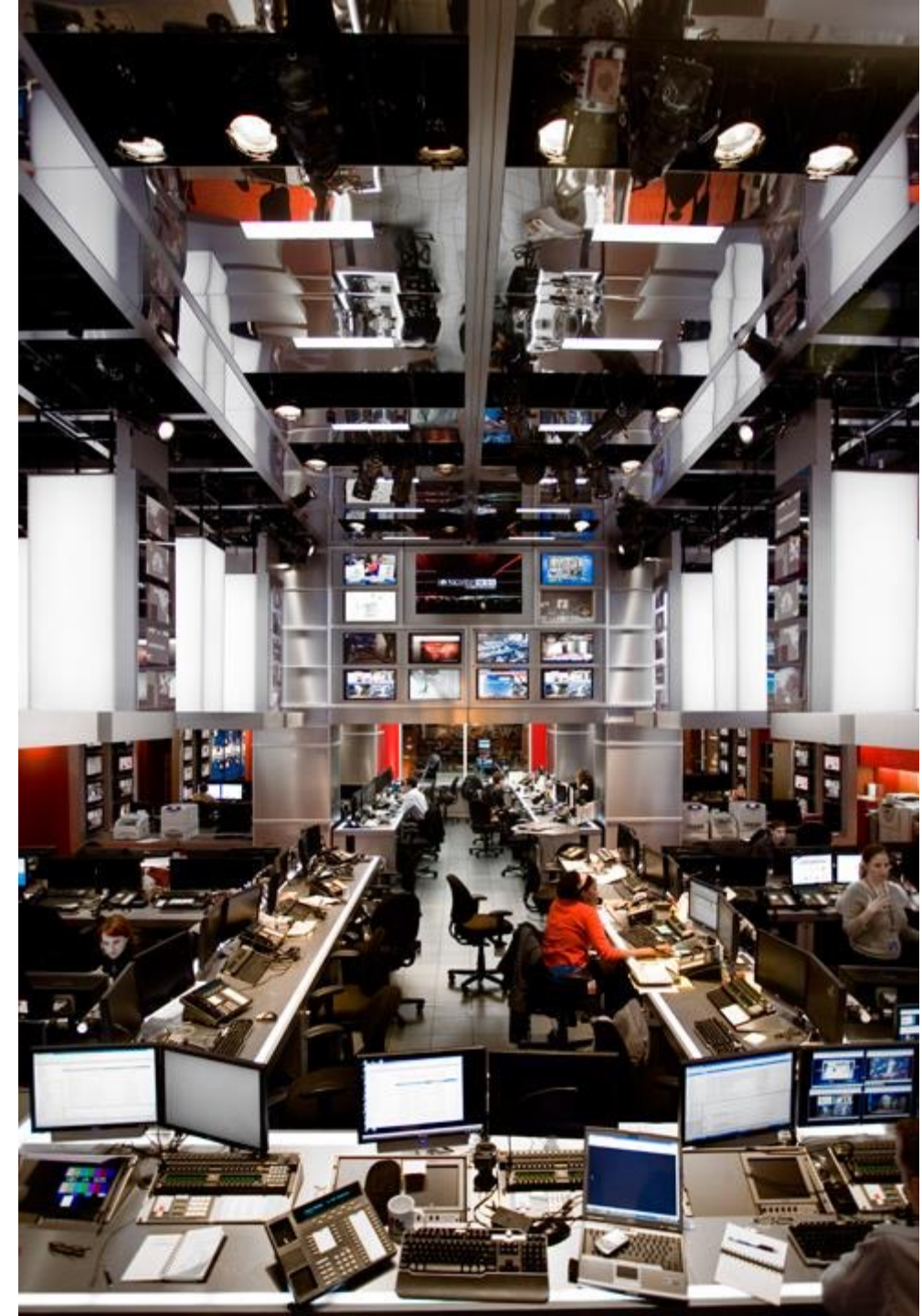
Preliminary use cases

Use case name: Copyright remuneration

Context: Relevant efforts are devoted to ensure that exclusive copyrights are properly enforced and remuneration goes to the correct right holders across the value chain

Opportunity/challenge: The soft-infrastructure and the rules governing data sharing in a data space could provide an environment where tracking and usage policies over the shared data could be better enforced. Such monitoring of data flows and contents shared would apply to any type of content, from written and audio-visual including, theatrical, musical and artistic works.

Type of data flow: Cross value chain

Thank you

Giovanna Galasso
Project Leader

giovanna.galasso@intelleraconsulting.com

Danilo Bianchini
Project Manager

danilo.bianchini@intelleraconsulting.com

intellera
consulting

Preliminary use cases

Use case name: Anti-piracy

Context: Media companies have to proactively fight piracy and unauthorised use of content that generate financial losses for the entire ecosystem.

Opportunity/challenge: The soft-infrastructure and rules governing data sharing in a data space should provide an environment where tracking and usage of data would be better enforced. Data flows and activity monitoring should apply to any type of content: written and audio-visual including, theatrical, musical and artistic works.

Type of data flow: Cross-value chain

PLEASE CONTACT US TO TAKE PART OF MEDIA DATA SPACES GROUP DISCUSSIONS

Lucille Verbaere (verbaere@ebu.ch)