Portal for Audiovisual Industries with the development of applied search engines

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Mundo AV: Background and origin of the project (I)

Some key points to understand the project:

✓ The application of digital technologies has provoked a **deep transformation of the audiovisual industry**. The appearance of new digital ways for delivery of audiovisual content has generated an exponential growth of the receivers of audiovisual products.

✓ It is a key factor that the audiovisual sector considers, besides the new contents and formats, the **restructuring and reuse**, through a digitalization process, **of the knowledge, information and content** that have been accumulated by the companies and institutions of this sector.

✓ Most of the current generic search engines produce an impressive volume of references, that make difficult to find information in which we are really interested.

✓ Professionals of the audiovisual world need a specific tool for transmitting and searching information in a efficient way.

✓ Technologies involved in Mundo AV will allow to give specialized services to professionals, initially Spanish-speakers, but it could be easily expanded to other languages and environments.
Mundo AV objective is index selectively the information and content regarding audiovisual sector existing in internet and to generate information and databases of interest that still does not exist.

The goal of this portal is to become the first step of any search in the audiovisual sector.

Our aim is to make that any professional would find our portal as the easiest way to obtain any information within the audiovisual field.
Expected outcome of the project

*Mundo AV* will be a global platform of information and communication that will serve the needs of both professionals, companies and institutions that need to be up-to-date in the evolution of the audiovisual sector in its diverse areas of activity;

**TECHNOLOGY - CREATION - PRODUCTION - MARKETING - LEARNING**

The objective is NOT to create "a new portal", but to extract the best existing content in the network, and to facilitate it in a simple and accessible way. The system will be based on advanced search and indexing tools and the rigorous work of a team of professionals.

The project will give as result the construction of a portal specialized in the audiovisual sector which will be intended to be a complete and comprehensive referent of the audiovisual sector.
Mundo AV in the Spanish context (I)

Mundo AV addresses many of the priorities defined in the Strategic Research Agenda of eNEM, which in some way reflects the importance and impact of this project in the Spanish R+D. Among the main priorities of Spanish R+D that Mundo AV addresses it is important to remark the following:

- Priority 1.12. Innovation in management systems for Universal Access to content
- Priority 1.13. Development of applications and specific services for the industry of audio-visual content
- Priority 3.1. Cataloguing, indexation and search of audio-visual content
The best way to understand which applications will have Mundo AV portal is to identify possible target users and a set of applications that could be conducted through this portal.

**TARGET users**
- Companies and audiovisual Professionals
- Institutions, students and other users of the sector
- Communication Mass media

**APPLICATIONS**
- Assistant of research on the sector (explain)
- Access to databases and documents
- Marketing of audio-visual contents -P2P-
- Search engine for audio-visual content
- Joint production Forum
- Calendar of events
- E-Learning

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Some of the possible applications can be also seen directly as benefits generated by the project.

- Guide for the knowledge of the audio-visual sector and the available resources
- Marketplace to promote the co-production and the commercialization of B2B and B2C contents
- Facilitate the communication and the information flow between professional sectors and to attract visitors to professionals Web sites
- Facilitate the cooperation between companies and institutions and the internationalization of its products and services
- Stimulate new forms of audio-visual production and to facilitate its access to the international market
- Create awareness and disseminate events and programs
- To attend the needs of training and talent’s location

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Mundo AV consortium and roles

Core partners:
- CINEVIDEO20
  • Management
- Luis Sanz (TV Consultant)
  • TV platform developer
- OASYSSOFT
  • Software developer
- Rose Visión
  • Consultancy firm specialized on regulation and standardization
- Other partners are part of the project:
  • Partners from the Spanish Networked Electronic Media Platform are participating at the project

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Mundo AV: Phases of the Project

- Content Definition
- Sources Selection
- Functional Analysis
- Portal Design
- Search Engine Development
- Implementation and Integration
1. Universal Search Engine
   • Films or TV contents for watching or acquiring the rights
   • Demand and Supply of Companies and Professionals of the Sector
   • Industry Products
   • Required Technologies
   • Companies and Institutions Database

2. Mundo AV Developed Contents, not available in the Global Net and Demanded by the users:
   • News, Events, Articles, Glossaries, Reports, Norms, Formation, Bibliographies, Filmographies, Forums, etc
The Intelligent Search Engine will look into some pre-selected websites for the information requested by the users.

These pre-selection of the Information Sources will be made by a Committee, advised by organisms and Professional Associations, from all the existing websites offering rigorous, trustworthy and actualized information.
This phase will consist on defining all the functional analysis of the site. It will be based on this two points:

1. Definition of an Standard Indexation File (in XML format), with the objective of creating an Standard System for the categorization of audio-visual contents.

2. Analysis of the internal structure, that will be based on these Project Tools:
   - A Search Engine specialized in audio-visual contents. I will be based in the semantic content (indexing, browsing and mapping), in the standard access and in the possibility of sharing and reuse information.
   - Tools faced to the production of collaborative contents or P2P nets.
   - Tools faced to the management of specific content adapted to audio-visual sector.
   - Tools faced to the commercial management allowing to manage all the sales and advertising process.
   - Tools faced to the knowledge management for production companies.
   - Cataloguing, Indexing and search of audio-visual contents.

This will be an open, interactive and dynamic project, evolving depending on the detected demands and the feedback supplied by organisms and companies that take benefit of the results of the R+D obtained.
The site will be built in eBD. It will have an scheduled task (spider) that retrieves the indexed data from the external sites by looking in the <XML> Index Files, and stores it on an eBD database. When the user makes a search, using the website, eBD will receive this request and will search in the contents stored in the database using a search engine. eBD’s characteristics makes it the perfect tool for Projects like this.
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Mundo AV’s Architecture

Load Balancer

Front-end Services

- Web Server 1
- Web Server 2
- Web Server 3
- Web Server 4

Integration Environment

- eBD Stagging Server

Development Environment

- eBD Stand Alone Server

eBD Servers

- Server 1
  - eBD Server
  - Transaction Server
- Server 2
  - eBD Server
  - Transaction Server

Back-end Cluster

- DB Server 1
- DB Server 2
- Cluster Storage (SAN, Array, ...)

Stagging DB Server

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## Mundo AV: SWOT Analysis

### Helpful to achieving the objective

**Strengths**
- Experience in new Technologies and Audio-Visual Projects
- eBD can use algorithms made with any Programming Language, providing an escalable solution
- eBD is based on free software standards, like HTML, CSS, Javascript...
- There's a growing Community of Developers, with the ability to create new free widgets available for all the Projects

**Opportunities**
- Being part of the first specific search engine's creators could be used to apply these technologies to other sectors of the industry
- eBD is a 100% European Tool, with origin in Barcelona, strategic center for European reaching
- A big project in Europe will imply benefits to all actual and future eBD users, and therefore, to the quality of European websites

### Harmful to achieving the objective

**Weaknesses**
- eBD does not contain a Search Engine
- eBD’s Interface is only available in four Languages, English, Spanish, Nederlanden and Catalan
- eBD has an online graphical Interface, which could cause an initial reject to the charge for some kind of developers
- eBD belongs to a growing company, and it is still expanding its support

**Threats**
- An actual multinational company could create a site with the same functionality
- Final users could not get adapted to this new tool
- A future technology could appear and make the actual obsolete
Cinevídeo20 is a publication dedicated to the information of the audiovisual sector

Cinevídeo20 is born in 1982 with the aim to cover the emergent needs of training and information of the audiovisual Market

The objective of Cinevídeo20 is to facilitate professionals and companies the necessary information for the development of their work

Cinevideo20 is involved in a number of activities related with training activities and has been committed to them since its creation 25 years ago

Mr. Fernando Campos is the founder of Cinevideo20, and during 25 years he has been the director of Cinevideo20. He has been closely linked with the audiovisual sector during all his professional career. He is the key proposer of Mundo AV project.

Further info on Cinevideo20 can be found in:

www.cinevideo20.es
Rose Vision is a Spanish SME created in 1999 to develop telecommunication engineering projects in the area of electronic commerce, data transmission, broadcasting and multimedia technologies.

The company is involved on the activities of DVB, ETSI, ITU, NEM, CENELEC and is fully aware on the current trends on standardization of multimedia terminals and associated elements of the multimedia infrastructure.

We have been deeply involved in the audiovisual sector through our .

Rose Vision is part of NEM technology Platform Steering Board.
MundoAV’s Software Developer: Oasys Soft

Founded in 1997, Oasys Soft is an European company that provides a content management and web development solution called eBusiness Designer (eBD) that allows the fast creation and easy maintenance of internet/intranet/extranet websites and web applications.

eBD is an **Online Web Development Tool**.
- It is **Online** because no software is needed to be installed to develop with eBD.
- It is **Web** because it is used to develop Web Sites or Web Applications, like Corporative Portals, Intranets and Extranets, CMS’s, e-Commerce, Portal Generators, e-Learning, and many more.
- It is a **Development Tool** because it contains all the resources you need to create any Site or Application, making simple the most frequent tasks using its tools, and giving the possibility to perform the specific tasks, developing with source code.
Thank you very much for your attention

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