What is Media Mixing?

Why do we need innovative multimedia solutions?

Lyndon Nixon
MODUL University Vienna
lyndon.nixon@modul.ac.at

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Welcome!

• What is MediaMixer?
• Enterprise Media Trends: more creation and re-use of online media
  – Are we prepared for the future media ecosystem?
  – New media technology solutions
Introducing….

Making Media more valuable for its owner and more useful for its consumer
MediaMixer is a group of research and industry experts
MediaMixer is the adoption of years of media R&D innovation.
MediaMixer is the promotion of innovative media technology

Media Assets

Analysis tools  Annotation tools  Copyright tools  New Media Applications

Fragment Creation  Fragment Description  Fragment Rights

RDF metadata model  Media Fragment URI specification

Storage (Media + Metadata)

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http://community.mediamixer.eu
Enterprise Media Trends
Media production

- >42.7m hrs of footage in online archives of broadcasters and producers (61% of archived footage is online)
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Media asset creation

- UGC on the advance: e.g. YouTube is receiving 60 hrs of video/minute
- YouTube is evolving into a 'TV network' with semi-professional content
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Media archives digitisation

- 170,000 videos from broadcasters & cultural heritage archives at EUScreen, to be expanded by EUScreenXL (2013-6)
- Video resources are now available, but are they found?
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"It is growing at more than 20% per annum, fuelled by increased demands for new programming and the huge saving it represents compared with shooting new footage. Interactive technology and the Internet will further contribute to the growth of the market as it makes stock footage cheaper and easier to locate and license."

- [http://moneyam.uk-wire.com/cgi-bin/articles/200201020827103514P.html](http://moneyam.uk-wire.com/cgi-bin/articles/200201020827103514P.html)
Media asset re-use

• Getty Images

...While it started out providing expensive images for limited use to a small group of customers, now it also provides cheaper images for broad use to a big group of customers...
Media asset re-use

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UGC re-selling ... in its infancy

NewZulu for user-sourced news video

... a citizen journalism platform serving 100,000 photographers in more than 150 countries... the images contributed are licensed via the AFP Image Forum (more than 7000 clients globally) ...

EyeEm looking to monetarize user photos

... EyeEm Marketplace ... has begun working with companies including Lufthansa and RedBull to offer EyeEm users revenue share in exchange for the licensing of their image ...
Media re-mixing

https://www.youtube.com/watch?v=Bfuh3JOSfSq

Billboard, 'Harlem Shake' – The Making and Monetarizing of Bauuer's Viral Hit
Media re-mixing

https://www.youtube.com/watch?v=Bfuh3JOSfSg

Billboard, ‘Harlem Shake‘ – The Making and Monetarizing of Bauuer‘s Viral Hit
Media re-mixing

Harlem Shake

- Originally a free track
- Went viral on YouTube
- >100000 spin off videos with >400mil views (3/13)
- Music owners can "claim" use of their IP on YouTube videos
- Revenue sharing up to 55% on every ad click in a video

https://www.youtube.com/watch?v=BfuH3JOSfSg

Billboard, 'Harlem Shake' – The Making and Monetarizing of Bauuer's Viral Hit
MixBit

• MixBit encourages remixing & redistribution of user video

“We started YouTube to democratize video distribution. Now, we are democratizing video creation”

„there's some potential for a stealth campaign to gradually introduce distinctive footage that encourages remixing.“ – Hypebot, “Music Marketing with MixBit”
Dissolve

RAJ SHARMA
a personal story
Dissolve

- Marketplace for royalty free HD video clips from $5 per clip.
Media re-mixing & digital rights
Media re-mixing & digital rights

Letting anyone re-use clips anyway they want can be an issue....

- Re-use also involves appropriate licensing
Summary of enterprise media trends

- Huge scale of digital media being made available online
- Professional content owners are looking for new revenue possibilities via online re-distribution and re-selling
- Non-professional content creators are becoming enabled to participate in online media value chains
- Ownership of media assets and permitted use a “brave new world“ for digital rights management
- Re-mixing others‘ media to create new media is an emerging trend
Are we prepared for the future media ecosystem?

- How easy is it to find again the digital media we produce and store?
  - Computers are good for search on visual and aural features but is that how others search over media?
  - Text search of media generally looks for matches on text associated to media or in its metadata (title, description)
  - Finding matching scenes or shots in video, or regions in image, requires more detailed descriptions of media (at fragment level)
  - Finding matches may need to overcome linguistic ambiguities, synonyms or multilingualism in a textual search term (semantics)

Well annotated media at fragment level can be easier to retrieve & re-use
Are we prepared for the future media ecosystem?

- How easy is it to offer annotated media across organisational boundaries for retrieval and re-use, including monetarization and copyright management?
  - MAMS are typically closed, proprietary & monolithic
  - Open publication of annotations requires agreed standards for media description, search query and results format, if each media provider is not to be yet another silo
  - Access to media assets online needs to support payment mechanisms and rights management

Well managed media provision can create new revenue and marketing opportunities
Media fragments

- Analysis tools
- Annotation tools
- Copyright tools
- New media applications

- Fragment Creation
- Fragment Description
- Fragment Rights

- RDF metadata model
- Media Fragment URI specification

- Re-use
- Acquire
- Search

- Storage (Media + Metadata)

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Rich media description
Fragmentation by media analysis

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Description by media annotation
Digital Rights Management by copyright tools
New ways to search, acquire and re-use media
Semantic Newsroom

Recommend to newsroom editors video fragments relevant to the news story from heterogeneous content sources, integrating video material directly in the production workflow.
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What else will we do when we can media-mix?