



content 4all

**Cross Platform Tools for Community
Content Publishing**

Content4All is a research project funded by the Sixth Framework Programme of the European Union under the Information Society Technologies (IST) priority.



Information Society Technologies



Sixth Framework Programme Priority 2

www.content4all.org

Broadcasters looking for a piece of Mobile TV pie

Mobile TV market, a key example of the challenges offered by digital convergence, is expected to become the next high growth consumer technology. In the short term, the key issue will be the definition of the European standard and its delivery mechanism.

Animated Characters to increase sales

E-marketing companies already showcase new user generated media products available within virtual workshops. Brand-specific consumer-facing applications enable consumers to communicate through avatars, video, audio and telephony technologies and have been used by marketers to customer acquisition, brand reinforcement and product and service tours.

P2P revolution changes the distribution value chain

P2P video services and first legal mobile file sharing applications have multiplied the opportunities for content creators. As P2P networks consolidate as a viable distribution model, it is poised for overhaul our political economy in unprecedented ways through its revolutionary processes: produce use-value and make it freely accessible on a universal basis for a community of users



Cross-media Framework

Content4All leading objective is the development of a coherent framework for the interoperability of competencies in the European media industry, taking advantage of the peer-to-peer phenomenon and related emerging opportunities.

Content and Community Management

Content4All will explore creation of a peer-to-peer cross-media intelligent content management model, based on open source standards, where next-generation affinity communities can meet individuals' and organizations' needs.

Business Simulation

Content4All will also provide business simulations of selected case studies to meet **organizational, social and economic challenges** raised by the emergence of the peer-to-peer collaborative networking phenomenon in a cross-media environment.

Travel Scenario Prototype

Content4All will **design, produce and develop a case study** of travel infotainment in Europe. Cross-media content resources will be produced for delivery on **iTV, broadband and wireless PDA**. This will include audiovisual content resources, pictures, textual information and **interactive travel services** available for the different devices of the project.

Imagine

a scenario where **personal, physical and time boundaries are weakened**, where new opportunities for the content community arise: producers, publishers and broadcasters can develop new forms of content programming, new storytelling formats and new business opportunities.

Emerging scenarios

such as "**media convergence**" and "**peer-to-peer**" offer the ideal opportunity where sharing content between persons becomes possible independently of the used media. This offers an anytime, anywhere, anyhow, anybody paradigm of content consumption, where new collaborative communities could emerge, as well as the promotion of new routines in collaborative story telling.

New business opportunities

arise with intelligent **content publishing and moderated peer-to-peer communities**. To exploit such opportunities, intelligent management tools and methodologies are needed.



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who we are

Content4All is a consortium of nine European partners



Gestión del Conocimiento (Spain):
E-learning and affinity/virtual communities management.



TVC Netmedia (Spain):
E-content producer.



Fraunhofer Institute for open communications systems (FOKUS) (Germany):
Multimedia & IST Developer.



SONY Barcelona Technology Centre (Spain):
ITV Set-Top Boxes.



University of Ljubljana (Slovenia):
IST Telecom R&D.



Hewlett Packard European Innovation Centre (Italy):
Wireless Terminals.



Atos Origin (Spain):
IST Consulting and Integration.



International Centre for Numerical Methods in Engineering (Spain):
Mathematical models simulation R&D.



Tomorrow Focus AG (Germany):
Publishing Company.

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