MediaVerse
A universe of media assets and co-creation opportunities at your fingertips

Symeon Papadopoulos, CERTH
MediaVerse Project Coordinator
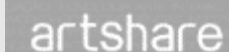
LEAD-ME winter training school 2020 Media Accessibility, Nov 23 2020

Project Identity

- H2020 Innovation Action selected for call ICT-44-2020 Next Generation Media

- Started on October 1st 2020

- Planned for 3 years (until Sep 30th 2023)

- 11 partners

Why MediaVerse?

- Regain control from central platforms in matters such as
  - how much media is worth / what media should be promoted / what media should be considered inappropriate / what audiences media should reach
- Leverage opportunities from new technologies
  - AI in the service of media discovery and moderation / new formats (360, 3D) / accessible content
- Understand diverse audiences and react fast
  - track performance and audience engagement / find engaging user-generated content / social collaboration spaces

MediaVerse Vision

MediaVerse is a decentralised network **of intelligent, automated, and accessible services, tools, and authoring platforms for digital asset management, legal and monetisable discovery and distribution of verified content, and barrier-free usage and integration in target media and platforms.**
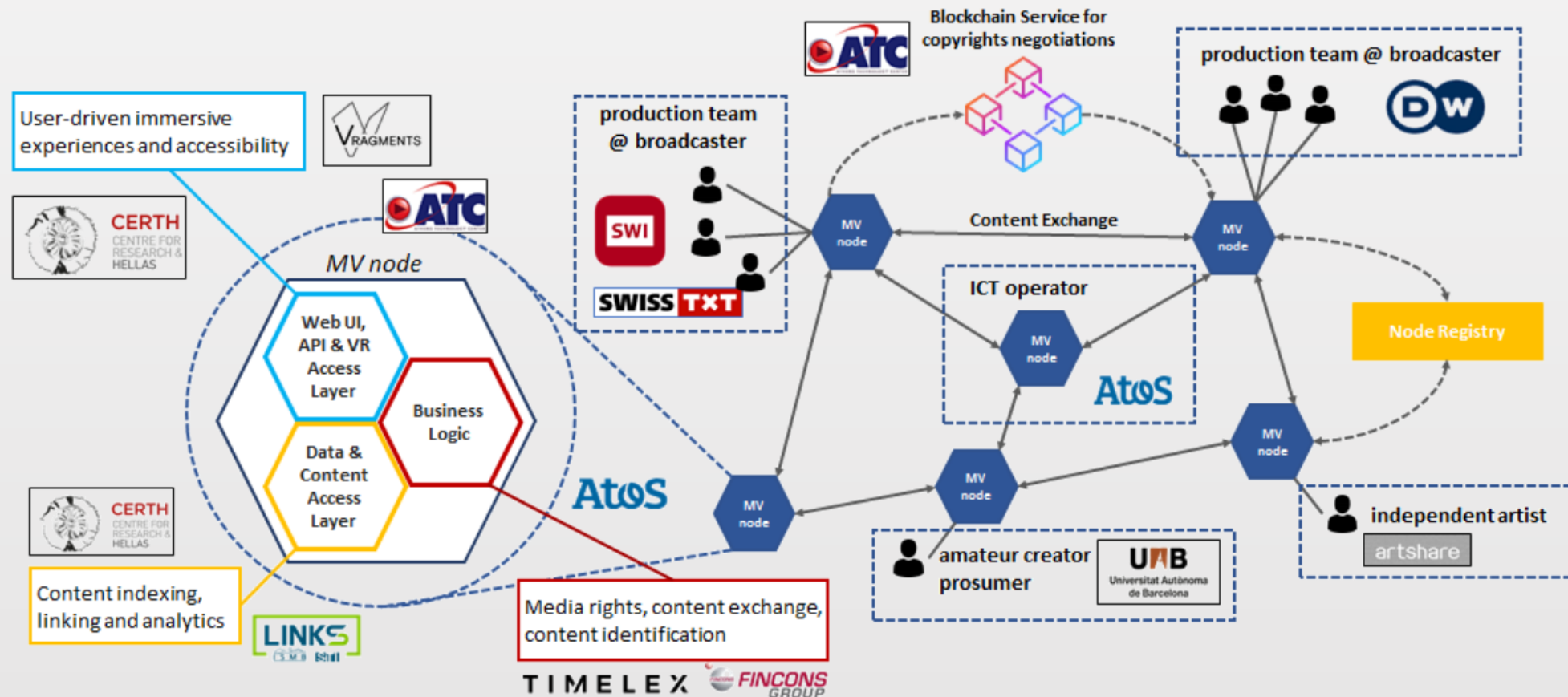
MediaVerse Specific Objectives (SOs)

- **SO1:** decentralized network of digital asset management systems
- **SO2:** automated copyright negotiation
- **SO3:** novel tools and methods for next generation media analysis
- **SO4:** foster accessible-by-design content creation
- **SO5:** XR authoring tools for cost-effective production of immersive media
- **SO6:** leverage social feedback channels for the creative editorial process
- **SO7:** large scale pilots with diverse stakeholders and end users
- **SO8:** sound dissemination and exploitation plan

MediaVerse Use Cases

- **UC#1: Citizen Journalism (STXT and DW)**
  - Connect across silos and platforms, create content hub, attract community
- **UC#2: New formats of co-creating media (UAB)**
  - Co-creation and authoring capabilities, accessibility and diversity
- **UC#3: Hybrid intelligence experimental artworks series (AS)**
  - Integrate ICT & Art, engage STARTS community, critical/holistic/humanistic approach to user driven social media

Main Concept: The MediaVerse Node
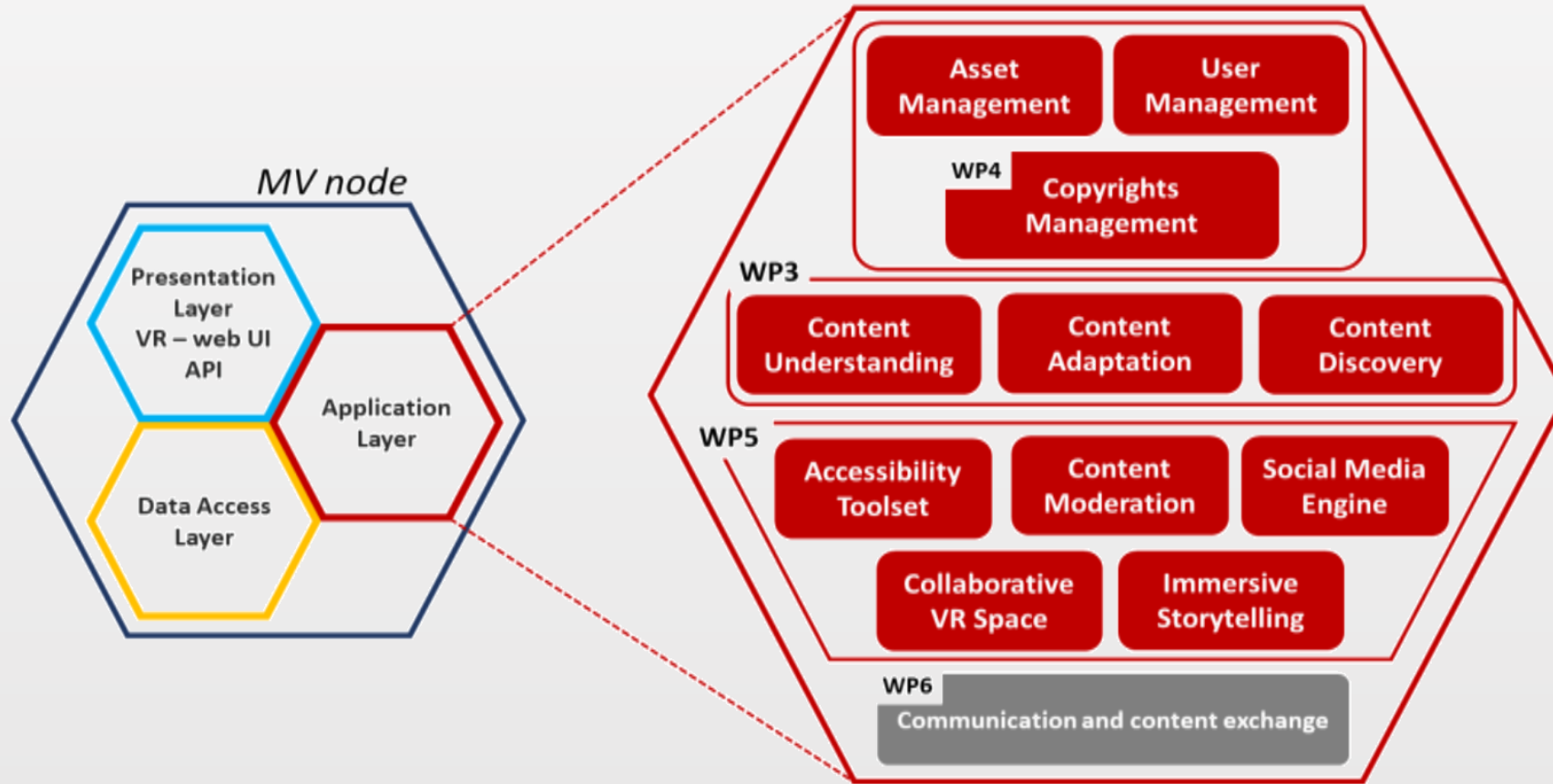
Federated Network & Content Discovery

- Support **distributed content search and exchange** opportunities between users of the same or different MV nodes

- Based on open protocols and standards to form a decentralised collection of nodes that send, receive, and store data

- Option of using node registry that enables discovery and search experiences across all MediaVerse nodes

- Fully decentralized content discovery approach: each node acts as an index server and stores its local resources, while at the same time acts as a router, relaying queries between nodes

Media Rights Negotiation

- **common digital rights management model for interoperability and automation of the copyrights negotiation procedure** between content creators of the MV network

- possibility of advanced form of content sharing preserving the IPRs for example by **handling negotiation for copyrightable derivative works** which refer to adding new original copyrightable authorship to work that is based on pre-existing content

- **copyrightable collective works** which refers to compilations of data or compilations of pre-existing works that may also be copyrightable if the materials are selected, coordinated, or arranged in such a way that the resulting work as a whole constitutes a new work

Immersive Storytelling Toolset & VR Multi-user Collaboration Sandbox

- a web-based authoring tool will be developed that allows non-experts to author stories using easily created 360 images and videos

- MV will allow the authoring of 3D VR spaces where multiple users can collaborate for socializing such as discussing and presenting multimedia information with gestures
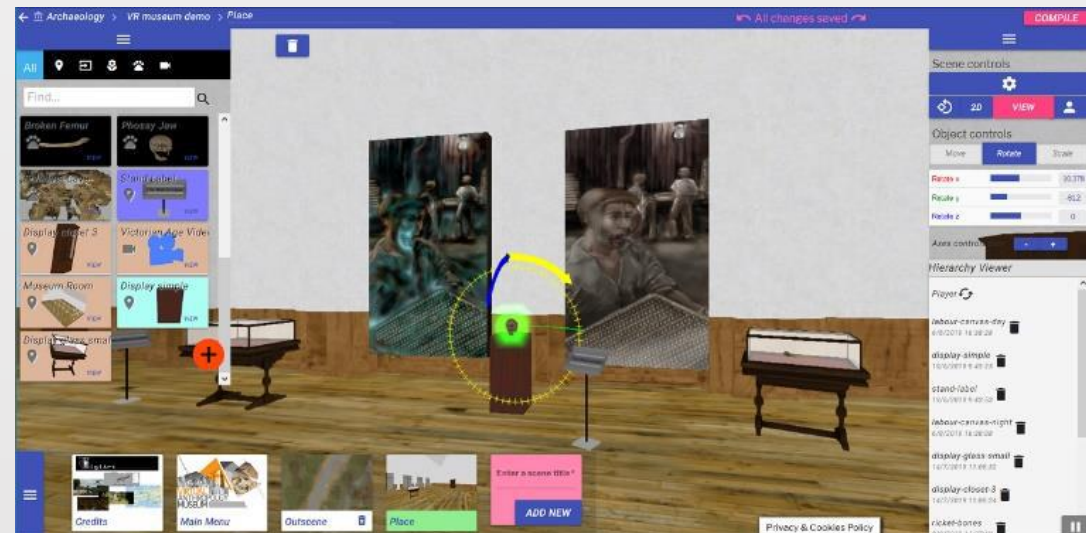
Enabling Accessibility

- Within MediaVerse, accessibility is considered on both the systems interfaces, as well as content.

- "**MediaVerse tools for all**" is the concept of accessible user interfaces, navigation features, and system usability

- "**Accessible content for all**" is another challenge in the project

Accessibility Toolset

- Leverage RA/CU and MediaHub from STXT to support the authoring of accessible content
- Capabilities:
  - Auto Speech-to-Text for German, French, Italian & English
  - Manual post editing
  - Web-based subtitle editor
  - Machine-based auto translation for existing cc-subtitles
  - Multi-lingual cc annotation (key concepts, entities, etc.)

MediaHub and Accessibility
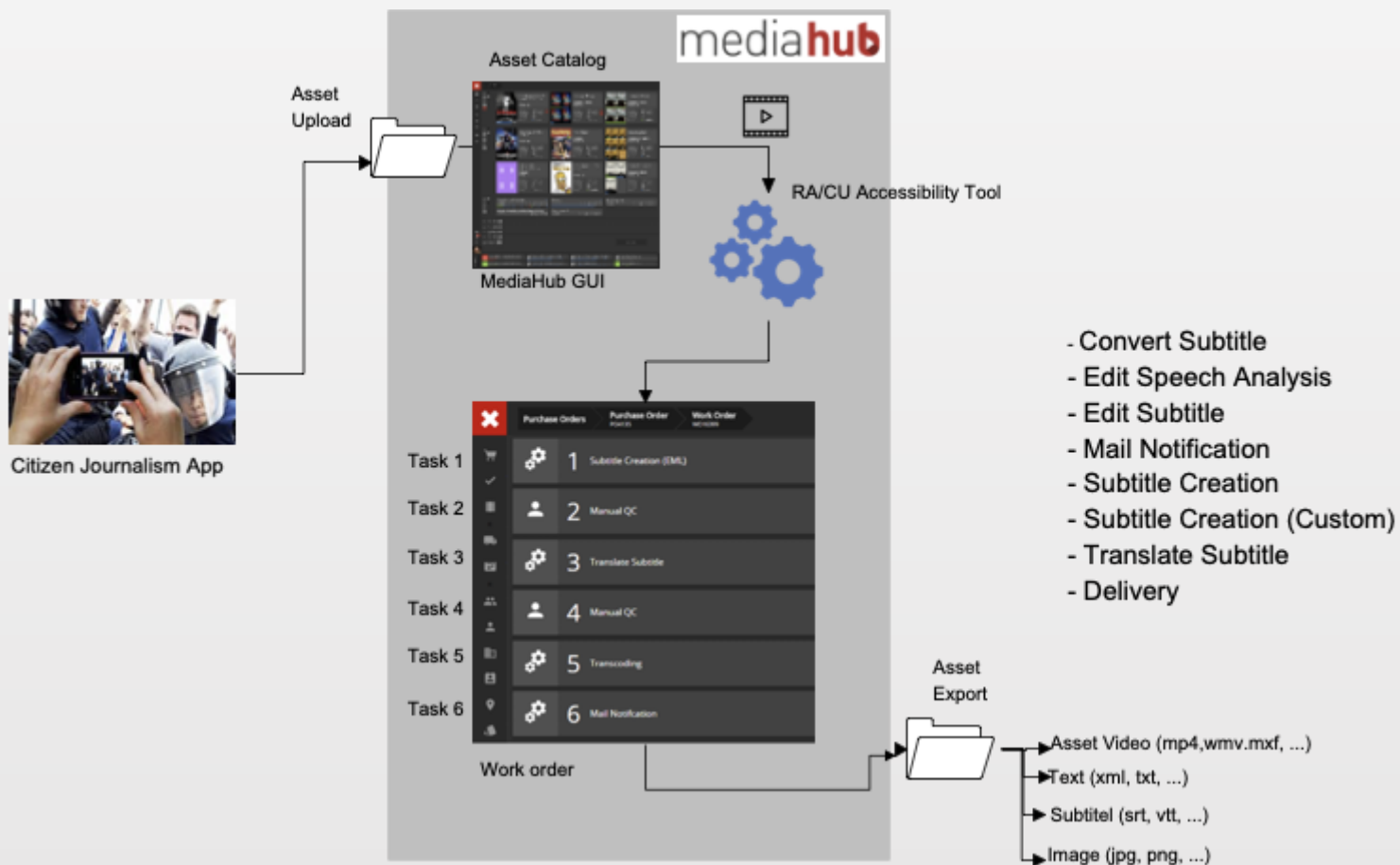
Manual post editing & subtitle editor
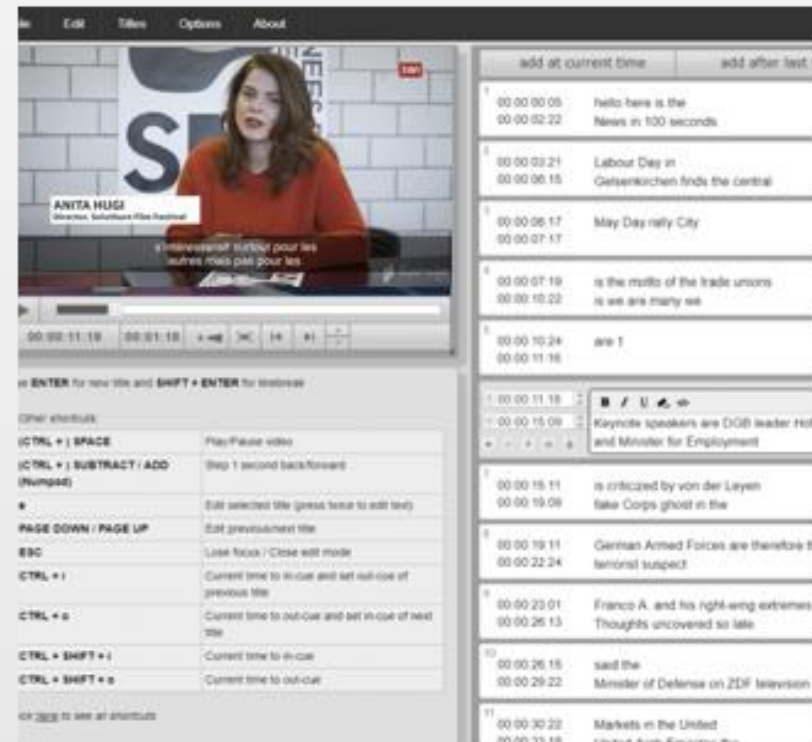
Questions in relation to Accessibility

- What new accessibility challenges arise in next generation media content (immersive, social media)?
- Is the accessibility layer a content of its own?
- Should the accessibility layer be licensed separately?
- How can we make accessible tools and content viable and sustainable?

Get Involved

- The project will start testing and evaluating the developed tools!

- If you are interested, please get in touch so that we can update you on upcoming opportunities.

- Follow us on @mediaverse_eu

- Send enquiries to papadop@iti.gr

… and check mediaverse-h2020.eu (under construction)

Thanks!

Symeon Papadopoulos, CERTH

papadop@iti.gr

@sympap

Consortium Partners

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