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Description:

The concept of a collaborative AV content network draws from the notion of a computerized network, through which users, working from devices interconnected in a system of cables and lines, can share resources, swap information, and communicate from distinct points within the structure. Unlike mass media's streamlined architecture, where information is directed from a single point of origin, maintaining stability and immutability as it travels, news has no particular point of destination as it moves within a collaborative content network.

Operating with minimal editorial staff, and often run independently from any established news organization, collaborative networks are a unique manifestation of online content production in their reliance on a large, physically dispersed and anonymous body of site users to produce the nearly all news content. In COCOS we will analyze what new practices, roles and relationships emerge from users and editors of the site through participation in a collaborative (audiovisual) content network, and how such emergent practices may impact a larger social world beyond the network itself is part of what this thesis seeks unravel.

The COCOS is related to the notion of collaborative aggregated multimedia (CAM), which refers to aggregation and composition of individual multimedia contents into a content bundle that may include references to content based services and can be delivered as a semantically coherent set of content over various communication channels.

An example of CAM content in COCOS could be a news program series that has related additional multimedia content in form of a web site, 3D simulations or graphics, and possibly also includes related content based services like notification or updates to user's mobile PDA phone, news digging, community forum and debate, semi-automated translation, community tagging etc, delivered to the interested users via various channels (e.g. mobile networks via SMS, MMS or IMS services).

Personalization of content delivery could be done via collaborative content filtering techniques, learning profiling techniques, etc

Current media organizations are also evolving and embracing new technologies and approaches to media sourcing. For example, BBC actively encourages readers/viewers to post pictures or clips of important events, as were the cases of the tsunami and London tube bombings. Nevertheless, there isn't a systematic and consistent approach developed and the use of free material (BBC doesn't pay any royalties on the material

supplied) on a for-profit activity was immediately questioned. Blogs, RSS and podcasts are also new additions to the media world that be addressed by media companies. These new entries use the feed concept to regularly deliver content to the user who subscribes to the service.

In a way similar to newsrooms user by professional broadcasting companies, COCOS audiovisual market and on-demand use of software, will allow SME or even communities of users to enter market which, until recently, was reserved only for the large audiovisual enterprises. "Community TV" will become reality with the proliferation of an open audiovisual market upon which editorial activity should be sustained. Also, individuals and media companies may subscribe and create media feeds based on actual content description, using semantic web technology.

In this setting, the aspects of trust and security are of the utmost importance, as is the "bias". All news is biased (although some broadcast company pretend to be "objective" and "independent"). In COCOS, we will introduce computational "biases" (e.g. pro-privacy, pro-Linux, anti-globalization, etc.) and add them to other news source characteristics (trust). This will be used in the subsequent modules and editorial steps: e.g. COCOS filtering and clustering modules, where for example users personalized filters can include trust & bias tagging. Trust and reputation will be addressed using an independent auditing entity that will compute trust and bias ratings for each COCOS network member. The use of state-of-the-art media standards such as MPEG21 (including Digital Rights Management - DRM) will contribute to a secure and yet open network.

We believe that future broadband news sites, and emerging media companies in general (webTV, mobile TV on 3G, etc.), could benefit from COCOS by exploiting such a diversity of co-existing "AV community" systems, which is to retain enough reflexivity to continually recognize and learn, and redefine its assets. The professional broadcasting could also profit from a systems like COCOS to minimize conflict and disagreement within newsrooms, fostering mechanisms to establish and enforce consensus and conformity instead.