Fact Sheet

**Project information**

**MediaScape**

Grant agreement ID: 610404

Project website

Status
Closed project

Start date 23 September 2013
End date 22 May 2016

Funded under: FP7-ICT

Overall budget: € 4 116 993

EU contribution € 3 110 993

Coordinated by: FUNDACION CENTRO DE TECNOLOGIAS DE INTERACCION VISUAL Y COMUNICACIONES VICOMTECH Spain

**Project description**

Connected and Social media Interoperable technologies for dynamic media service creation, adaptation and publishing in a multi-device and multi-user solution, fostering convergence of TV and Internet across connected devices. MediaScape aims at providing interoperable technologies for the creation and execution of HTML5-based media services that can be distributed seamlessly and in a simultaneous way across any type of connected devices. This solution will enable a natural interaction with media content using the TV together with smartphones, tablets, etc. as second screen devices, fostering the convergence of Television and Internet. In order to avoid having to implement, distribute and maintain complex solutions designed for each target platform, a more versatile solution will allow applications to run across multiple devices and the users will be able to transfer media content from one device to another in an intuitive way. Working with the W3C and liaising with HbbTV and YouView, MediaScape will enable future services that define multi-user and multi-devices media-viewing experiences for millions of Europeans and in a standard-based approach.

**Objective**
We are currently witnessing a strong trend towards powerful web-based applications – a trend which is also driving the progress of HTML5 where a wider range of devices are becoming capable of running such applications. However, most applications are running on these devices separated from each other or, at best are only loosely coupled. The growing interest in 2nd-screen solutions within the Connected TV sector clearly shows that users expect a more consistent experience across different devices and their applications. However, to do this, broadcasters and application developers currently need to implement, distribute and maintain a set of rather complex technical solutions tailored to each of the specific target platforms. A more versatile solution would allow the implementation of applications independent from the target devices and the application itself would be able to run across multiple user devices. The user could then smoothly move parts of the functionality from one device to another in an intuitive manner and the application would adapt itself to the device. Essentially, the challenge is to take connected service development to a new level. MediaScape will lay the foundations for advanced connected multi-user services via a standardised approach integrated into the HTML5 paradigm. The project also seeks to facilitate the marriage of the TV, PC and Mobile worlds through a standard solution that includes real-time delivery and synchronisation of media contents and applications/services across a variety of devices. Working with the W3C and liaising with HbbTV and YouView, MediaScape will enable future services that define multi-user and multi-devices media-viewing experiences for millions of European users, fostering the materialisation of new service concepts and business models, and in a manner that is standard-based and interoperable. Collectively, the project consortium encompasses the knowledge and skills necessary to achieve this objective.

**Field of Science**

/social sciences/economics and business

/social sciences/economics and business/business and management/business model

/natural sciences/computer and information sciences/internet/web development

/social sciences/sociology/governance/public services

**Programme(s)**

FP7-ICT - Specific Programme "Cooperation": Information and communication technologies

**Topic(s)**

ICT-2013.1.6 - Connected and Social Media

**Call for proposal**

FP7-ICT-2013-10

See other projects for this call
Funding Scheme

CP - Collaborative project (generic)

Coordinator

FUNDACION CENTRO DE TECNOLOGIAS DE INTERACCION VISUAL Y COMUNICACIONES VICO
Address
Paseo Mikeletegi Parque Tecnologico De Miramon 57
20009 Donostia San Sebastian
Spain
Activity type
Research Organisations
EU Contribution
€ 591 776

Website
Contact the organisation

Administrative Contact
Ainhoa Aliaga (Mrs.)

Participants (6)

INSTITUT FUR RUNDFUNKTECHNIK GMBH
Address
Floriansmuhlstrasse 60
80939 Munchen
Germany
Activity type
Research Organisations
EU Contribution
€ 529 621

Website
Contact the organisation

Administrative Contact
Christoph Dosch (Mr.)
<table>
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<th>Country</th>
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<td></td>
<td></td>
<td>Rundfunkplatz 1 80335 Munchen</td>
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<tr>
<td>Administrative Contact</td>
<td></td>
<td></td>
<td>Katrin Utzinger (Mrs.)</td>
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<tr>
<td>GEIE ERCIM</td>
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<td>€ 475 271</td>
<td>Other</td>
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<tr>
<td>Address</td>
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<tr>
<td>Administrative Contact</td>
<td></td>
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<td>Philippe Rohou (Mr.)</td>
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<td>€ 549 230</td>
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<td>Address</td>
<td></td>
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<td>Forksningsparken I Tromso 9294 Tromso</td>
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<td>Administrative Contact</td>
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<td>Njaal Borch (Dr.)</td>
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<tr>
<td>Administrative Contact</td>
<td></td>
<td>Silke Lampson (Ms.)</td>
<td></td>
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<tr>
<td>BRITISH BROADCASTING CORPORATION</td>
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<tr>
<td>Address</td>
<td></td>
<td>Portland Place Broadcasting House W1a 1aa London</td>
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</tr>
<tr>
<td>Administrative Contact</td>
<td></td>
<td>Helene Waters (Mrs.)</td>
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