Dynamic Media Service Creation, Adaptation and Publishing on Every Device

Fact Sheet

Project Information

MediaScape

Grant agreement ID: 610404

Funded under
FP7-ICT

Overall budget
€ 4 116 993

EU contribution
€ 3 110 993

Coordinated by
FUNDACION CENTRO DE TECNOLOGIAS DE INTERACION VISUAL Y COMUNICACIONES VICOMTECH
Spain

Start date
23 September 2013

End date
22 May 2016

Closed project

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.

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.

**Fields of science**

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**Programme(s)**
**Call for proposal**

FP7-ICT-2013-10

**Funding Scheme**

**Coordinator**

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