### 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

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<th>Project website</th>
<th>Status</th>
<th>Start date</th>
<th>End date</th>
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<td>610404</td>
<td>Project website</td>
<td>Closed project</td>
<td>23 September 2013</td>
<td>22 May 2016</td>
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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
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

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Research Organisations
EU Contribution
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<td>BAYERISCHER RUNDFUNK</td>
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<td>Germany</td>
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<tr>
<td>GEIE ERCIM</td>
<td>€ 475 271</td>
<td>France</td>
<td>Route Des Lucioles 2004 Sophia Antipolis 06410 Biot</td>
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<td>NORUT NORTHERN RESEARCH INSTITUTE AS</td>
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Activity type
Private for-profit entities (excluding Higher or Secondary Education Establishments)

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Activity type
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€ 434 237

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