Dynamic Media Service Creation, Adaptation and Publishing on Every Device

Fact Sheet

Project Information

<table>
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<th>MediaScape</th>
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<td>Grant agreement ID: 610404</td>
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Funded under
FP7-ICT

Overall budget
€ 4 116 993

EU contribution
€ 3 110 993

Closed project

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

Start date
23 September 2013

End date
22 May 2016

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

natural sciences › computer and information sciences › internet › web development
social sciences › economics and business › business and management › business models

Programme(s)

2 of 6
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 VICOMTECH

Address

Paseo Mikeletegi Parque Tecnologico De Miramon 57
20009 Donostia San Sebastian
Spain

Activity type
Research Organisations

Administrative Contact
Ainhoa Aliaga (Mrs.)

Links

Contact the organisation
Website

EU contribution
€ 591 776

**Participants (6)**
INSTITUT FUR RUNDFUNKTECHNIK GMBH

Germany

EU contribution
€ 529 621

Address
Rundfunkplatz 1, C/o Bayerischer Rundfunk
80335 Munchen

Activity type
Other

Administrative Contact
Christoph Dosch (Mr.)

Links
Contact the organisation Website

BAYERISCHER RUNDFUNK

Germany

EU contribution
€ 168 000

Address
Rundfunkplatz 1
80335 Munchen

Activity type
Public bodies (excluding Research Organisations and Secondary or Higher Education Establishments)

Administrative Contact
Katrin Utzinger (Mrs.)

Links
Contact the organisation

GEIE ERCIM

France
EU contribution
€ 475 271

Address
Route Des Lucioles 2004 Sophia Antipolis
06410 Biot

Activity type
Other

Administrative Contact
Philippe Rohou (Mr.)

Links
Contact the organisation Website

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NORUT NORTHERN RESEARCH INSTITUTE AS
Norway
EU contribution
€ 549 230

Address
Forksningsparken I Tromso
9294 Tromso

Activity type
Research Organisations

Administrative Contact
Njaal Borch (Dr.)

Links
Contact the organisation

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NEC EUROPE LTD
United Kingdom
EU contribution
€ 362 858

Address
West End Road Athene Odyssey Business Park South Ruislip
HA4 6QE London
Activity type
Private for-profit entities (excluding Higher or Secondary Education Establishments)

Administrative Contact
Silke Lampson (Ms.)

Links
Contact the organisation  Website

BRITISH BROADCASTING CORPORATION

United Kingdom
EU contribution
€ 434 237

Address
Portland Place Broadcasting House
W1A 1AA London 📍

Activity type
Public bodies (excluding Research Organisations and Secondary or Higher Education Establishments)

Administrative Contact
Helene Waters (Mrs.)

Links
Contact the organisation  Website

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