Multimedia Semantic Analysis in the Service of the Media Industry

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"I am a digital immigrant. I wasn't on the web, nor coddled on a computer...
My two young daughters, on the other hand, will be digital natives.
They will never know a world without ubiquitous broadband internet access."

Rupert Murdoch,
media Baron
Speaking at the American Society of Newspaper Editors

There's a dramatic revolution taking place in the news business today...

...the habits of news consumption are rapidly changing...

The future course of news is being altered by technology-savvy young people no longer accessing news in traditional ways.

WHAT do Young people want and
WHERE will they go to get it ?

❖ They want News ON DEMAND continuously updated !

❖ They want a point of view about not just
WHAT happened, but WHY it happened !

❖ They want the option to go out
and get MORE information !

The newspaper is changing towards being a DESTINATION

INTERNET PORTALS

✓ Google News's traffic increased 90% over 2005

✓ New York Times' excellent website decreased 23% !

WILL NEWS BE FREE ?

Most information on the Web is free

The popularity of Free Papers is growing

For instance, Free Paper "METRO":

❖ Distributes more than 6 million copies a day

❖ Is being read by 17 million people

❖ It's the WORLD'S 3RD MOST READ PAPER !

WILL ALL NEWS BE FREE ?

Some papers - print & online - have moved to a 'cost saving' model:

FREE news but with LESS features !

There is evidence that Media will move in this direction;

...giving everything away for FREE also gives the impression that news SHOULD be free, or worse, that it has NO VALUE !

The NEW YORK TIMES' Experiment
        "Charge for PREMIUM online content"

A $ 49.95 subscription option
    provides:

- ❖ The key to certain Times & International Herald Tribune columnists
- ❖ Photo essays
- ❖ Pod casting

- ❖ The Times archive
- ❖ Video
- ❖ Pre-views of what is to be printed on the Sunday newspaper

The New York Times

The NEW YORK TIMES' Experiment
"Charge for PREMIUM online content"

The break down from paid Content is:

Online NEW Subscribers: 135.000

Print NEW Subscribers: 125.000

Total Revenue: $ 5 mil. /year

The emerging Media Ecosystem;
CITIZEN JOURNALISTS & BLOGGERS

Information Communities
and blogospheres produce:

❖ Citizen journalism

❖ Eyewitness accounts

❖ Annotative reporting

❖ Fact- checking

❖ Stories & new ideas

The emerging Media Ecosystem;
CITIZEN JOURNALISTS & BLOGGERS

According to the latest Columbia University Survey of the Media:

❖ 51 % of journalists are using weblogs regularly

❖ 28 % rely on them for daily reporting

…As Blogs continue to gain in Popularity, Quality and Influence, it is becoming imperative that journalists will continue to integrate with them…"

The Media setting is rapidly changing ...

MORE information, MORE sources, MORE services, MORE...

But MORE sometimes diminishes RELIABILITY

The power of the Web, of news Aggregators, search engines, blogs, is generating a NEW MEDIA ECOSYSTEM ...

Is the media industry ready to lead newsrooms in the Semantic age of Journalism?

Source: Trends in Newsrooms 2006, World Association of Newspapers

Views from the media industry

The News Agency of Today and the Vision of Tomorrow
 Stéphane Guérillot, AFP, IPTC Chairman of the Board

The Broadcast Newsroom of Today and Tomorrow
 Marc Reuter, Head of the Archives Department, RTL Television, Germany
 Wilfried Runde, Deutsche Welle, Germany

Journalists and News Content Annotation
 Wilfried Rütten, Director of the European Journalism Centre, The Netherlands

TV and Radio Archives; Current Practices and Future Needs
 Jon Roar Tønnesen, Norwegian Broadcasting Corporation, Norway

Views from the R&D community

Multimedia Semantic Analysis Technologies and their Potential Uses
Yiannis Kompatsiaris, Informatics and Telematics Institute, Greece

How Can Personalization Improve Media Related Services?
Jérôme Picault, Motorola SAS, France
Pablo Castells, Universidad Autónoma de Madrid, Spain

Mobile Content Access – Protecting the Content Owner
Paola Hobson, Motorola Labs, UK

The current situation of existing and emerging technologies

Review and Demonstration of Existing Commercial Applications
Coordinated by ATC

Demonstration and Practical Session of Emerging Technologies
Coordinated by Motorola