



CITIZEN MEDIA DEMO EVENT

28 April 2009 in Antwerp, Belgium

→ WELCOME

The CITIZEN MEDIA consortium welcomes you to the Zoo of Antwerp!!

CITIZEN MEDIA is a collaborative FP6 research project which unites leading creative and technology experts from across Europe on research, development and validation of A/V systems to enable multiple non-professional users to co-create networked applications and experiences based on their own user-generated content. The end-user is the innovator in our project.

During this event we hope to transfer our lessons learned to you. For this reason we will show you a large number of applications and use cases that we have developed inside the project.

The true value of the demo you will discover when talking to the researchers from CITIZEN MEDIA on how they have involved end-users in their development and on how they have stimulated the user to adopt the applications that are currently running on different living labs across Europe.

Enjoy the event!

→ TESTBED APPLICATIONS

Unortkataster: Check out how the project has empowered the citizen of Cologne with an online platform that today affects the local decision making. Listen how the application has also been adopted in other German cities.

Kabadada / Kabadu: See how the project supports the political cabaret artists to promote their talents and attract visitors for their performances. Before the project these mainly unknown talents did never use internet and never got any exposure in the regular media.

IPTV application: Test the platform that brings young and old people back together from different small districts spread out over a large rural community in Engerwitzdorf. This is achieved by offering them a set of IPTV and online applications that stimulated them to create and share user generated content.

Multimedia Quiz: Create a quiz online together and play it with friends or family over internet or television in Engerwitzdorf

Magic Media Fair: Do you believe that people located in Oslo, Cologne and Engerwitzdorf that have never met each other can create online a short video clip together? If not, visit this demo.

Talhonia: Do you sometimes experience a writer's block when writing a text? Feel alone when creating text? Get clever together with Talhonia and check out how Norwegian school girls are solving funny assignments together.

Dissemination Hub: Hard to stimulate partners to perform dissemination in your project? Well your consortium is also a community that needs to be motivated. See how a playful approach can make dissemination fun.

→ USE CASES

Emoflower: Are you in a good or a bad mood today? Do not think about it, this demo will tell you!

Unified EPG: Still considering a mobile, a television and a laptop as three different devices? Check out this demo with seamless integration of social networks on your television, with seamless integration between the mobile and the television and with unlimited search capabilities for any content.



Mediacaching: Play this easy mobile geocaching game. Hide images, videos and 3D scenes in the city or in the forest. Let the others find them with their mobile phone based on funny riddles.

3D scene editor: 3D too difficult for non professional users without any ICT skills? Check out what any grand mother can do.

Content based selection on communications: Make your communication vivid by automatically adding images on the screen depending on the context of the conversation.

Personal content search: Would it not be easier if you could communicate with your application instead

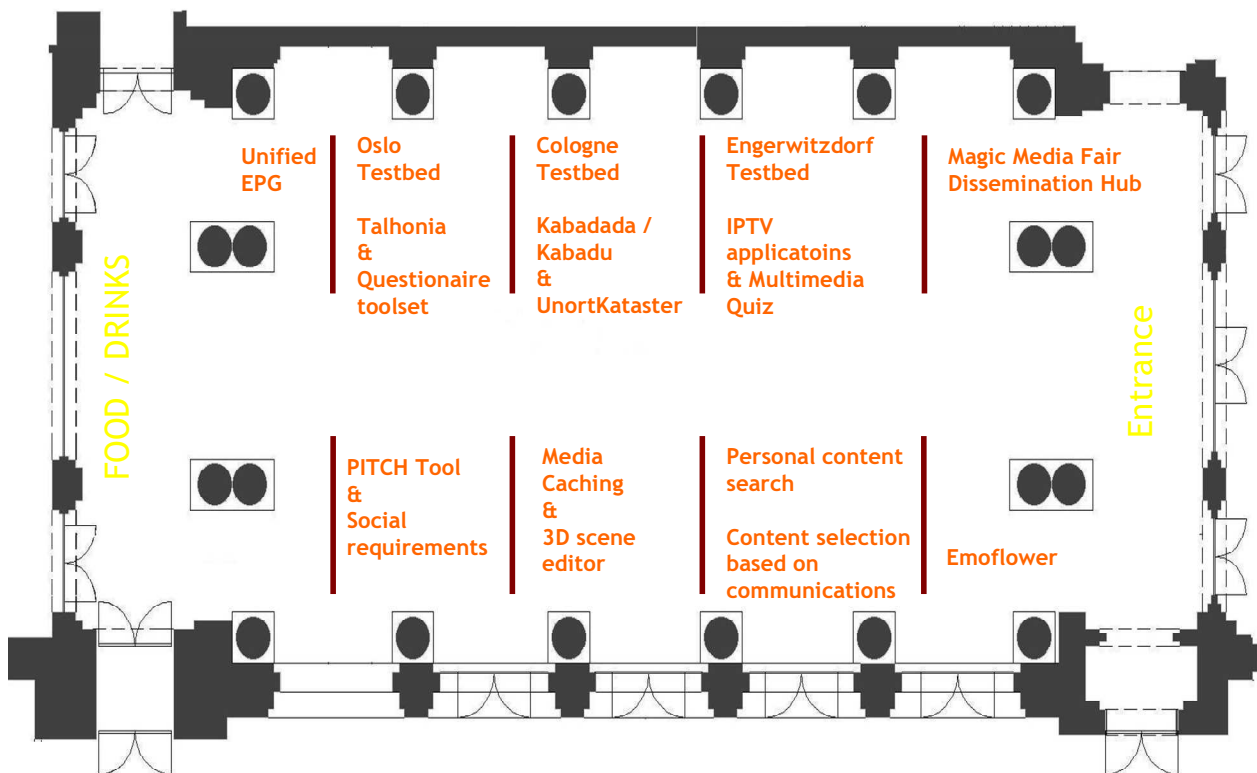
of only using your mouse, keyboard or remote control. Check out how you can simultaneously use different modes of communication and talk to your application.

➔ **TOOLSETS**

PITCH tool: Check out how to define sustainable business propositions for small innovative social online initiatives to expand in the future.

Online questionnaire toolset: You need a user to evaluate your application. Figure out how to detect his computer literacy, his motivation for joining an online community, what he is using online applications and how happy he is with his current applications.

➔ **OVERVIEW OF DEMO EVENT**





→ CITIZEN MEDIA IN A NUTSHELL

In the past media production and distribution was considered a one-way system. The media experts would produce the content, the telecommunication and broadcasting stations distribute it, and the user (audience, reader, viewer, etc.) finally consume it. This situation is changing. Triggered by the widespread availability of digital recording devices as well as display and rendering devices makes the end-user the largest content producer and consumer of the future. Besides sharing this content, the end user is also looking for new ways to participate in networked A/V systems. This opens the way for a new kind of networked multimedia applications where the end-users will strongly participate in the production of audiovisual media and as a consequence professional content will merge with user-produced content. This anticipates on the fact that society is shifting from mainstream markets to individual and fragmented tastes where citizens evolve from a passive media consumer of mainstream content towards an active role in the media chain.

Nevertheless studies on patterns of Internet use in Europe identified the emergence of a new type of digital divide, between those who consume online media and those who produce it. In particular younger and professional users use the web to create and share content. The lack of non-professional users in general indicates a need for tools and applications targeting several user groups. However, demand for the knowledge is great and to a large extent unmet at present.

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from across Europe on research, development and validation of A/V systems to enable multiple non-professional users to co-create networked applications and experiences based on their own user-generated content. In this project new ways are investigated on how to exploit the huge amount of user-generated content in innovative ways to support people in their daily lives and how technology will enable social change to strongly involve users for co-creating networked applications. This work has introduced new concepts that may modify the role of stakeholders in the classical value chain for content delivery.

To this end, applications, services, systems, infrastructure, technology and architectures are developed based on a user-centric approach. The goal is to enable any user at any location with any device to consume, author and publish his own content towards a networked A/V system.

This project is unique because the end-user is involved in the project from the start. In collaboration with users, numerous applications and concepts have been developed. Today some of the applications are running on 3 public testbeds (two rich media online applications and one IPTV application). These applications address different communities, different type areas (rural, city), different type communities (online and offline) and different countries (Germany, Norway and Austria). These different testbeds are needed since they all contribute to the same research question of the CITIZEN MEDIA project.

At this event you can see the developed applications that run on the various testbeds and numerous use cases that solve problems users are facing today with their user generated content.



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MANAGEMENT BY MEDIA

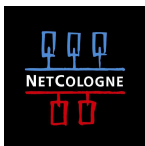
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