

ABOUT VRT-MEDIALAB

VRT-medialab is the technological research department of the VRT, Flanders' public service broadcaster, and consists of 20 researchers. VRT-medialab carries out research into the creation, management and distribution of media content. Its focus is on the Flemish media market, but VRT-medialab also pursues collaboration on a European and worldwide level. Although VRT-medialab is a part of the VRT, it has its own premises in Ghent, near the IBBT, the Interdisciplinary research institute for BroadBand Technology.

Historically, VRT-medialab has built up significant expertise in file-based media production. The main research areas were storage and network infrastructure, integration of production systems and the optimization of workflows. Related to this, the lab has extensively researched the feasibility of applying model-driven development concepts in media production in order to structurally optimize all production processes from preproduction and acquisition to post-production and publication. VRT-medialab is also a centre of expertise in distribution mechanisms for media content (wireless, internet, mobile, etc.) and has been active in domains such as distribution network management, frequency planning and media business modelling. The accumulated expertise in these domains has resulted in three spin-offs. Current research focuses on providing the programme maker with flexible platforms and tools that enable him or her to efficiently produce and distribute transmedia stories.

The research efforts of VRT-medialab concerning enhanced media experiences are focused on social media, mobile applications and customer-centric media consumption. The lab is working on a social network platform for media in Flanders by offering so-called second screen applications that extend the media experience beyond linear media consumption. Related research is performed on better understanding the digital media customers through analyzing their consumption patterns. The gathered data are used to deliver more value to both the broadcasters and publishers (e.g. through targeted advertising) and the media customer (e.g. through personalization).

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RESEARCH FOR MEDIA

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INTERNATIONAL COOPERATION
ACADEMIC AND INDUSTRIAL PARTNERSHIPS
CENTRE OF EXPERTISE
PROJECT RESEARCH
PARTICIPATION IN MEDIA ASSOCIATIONS

MEDIA CUSTOMER

SOCIAL NETWORK PLATFORM FOR MEDIA IN FLANDERS

Nowadays, consumers increasingly own personal appliances such as smartphones and tablets that offer rich media applications and enable high quality media experiences. These connected devices have a growing impact on the way people are consuming and interacting with media. This trend opens up tremendous opportunities for publishers and broadcasters to establish a **digital relationship** with media customers and to communicate with them in the context of their products.

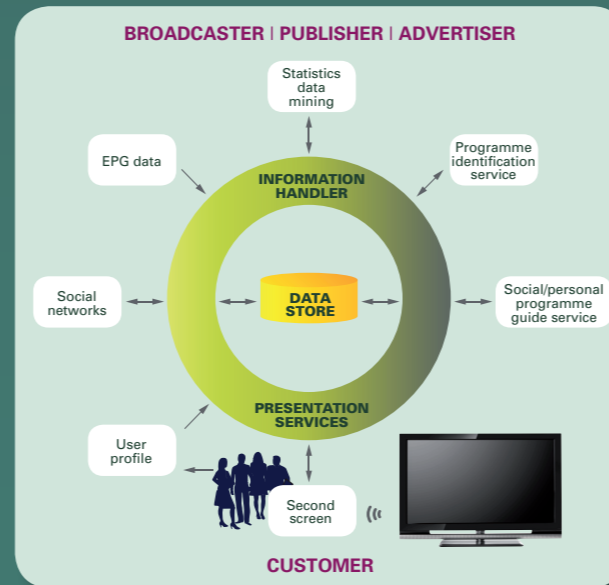
In order to bootstrap innovation in this area, a platform – called MediaSquare – acting as a meeting place for the **Flemish media** customer and producer will be established. The aim is to create so-called **second screen** (smartphone, tablet or laptop) web apps to help prime time content consumers to interact digitally on an opt-in basis. The platform enforces this digital relationship by offering information on new productions, by enabling **conversations** about programmes and articles, by offering personal extensions via second screen applications on mobile devices (e.g. taking part in a quiz), by doing social network based recommendations, etc..



Putting the media customer first

BROADCASTER, PUBLISHER AND ADVERTISER

KNOW YOUR MEDIA CUSTOMERS



Realize a digital relationship with your customers

By gaining detailed **insight** into the media **customer's needs and behaviours**, the entire media sector will benefit. Broadcasters can optimize and personalize programmes and schedules. Advertisers are able to easily and cost efficiently measure the effectiveness of their campaigns and to launch low-cost interactive targeted ads. Customers can voice their opinions on the programmes that producers might take into account.

So far, traditional **Customer Relationship Management (CRM)** was difficult to apply in the mass media market because broadcasters and other parties involved lack a direct and personalized connection with their audience. Now smartphones and tablets offer the opportunity to establish **direct contact**. Synchronized second screen applications, such as MediaSquare (cf. left), will generate information from and about the audience and the programmes. By intelligently capturing, organizing, linking, enriching and applying this knowledge, a truly advantageous **CRM environment** can be established.

PROGRAMME MAKER

STORY-CENTRIC WORKFLOWS IN THE CLOUD

While the transition from tape-based to file-based media production has resulted in faster and better workflows, media companies and broadcasters are facing **new challenges**. Programme makers wish to tell their stories on multiple distribution platforms (websites, mobile devices, second screen), but lack adequate tools to do so in an efficient and unified way. Powerful **consumer-oriented solutions** can provide the programme maker with more autonomy and flexibility when facing specific requirements (e.g. planning, scripting, logging, editing). However, current platforms are typically not designed to support these flexible workflows.



The programme maker takes centre stage

The CHAMP project aims to take autonomous media production to the next level by offering a flexible production platform that enables programme makers to tell their multimedia story in an efficient and easily approachable way. **Cloud applications** allow the user to collaborate over the network and to work independently of location, using consumer devices such as laptops, tablets and smartphones. Story-centric media and metadata are stored reliably in the cloud and can be exchanged by making optimal use of the network available to the user. CHAMP will be a continuously improving platform that paves the way for more creative and efficient **story-centric transmedia workflows**.