

Project Achievements



HypER-distribution of Media Services

HERMES project explored new enabling mechanisms for ubiquitous access to online photo/audio/video content independent of the location it might be available from, and in combination with the converged communication services. Content is made accessible to a user anytime and everywhere, supported by trusting and “social proximity” models for communication, participation and exchange.

Main focus – unleashing viral media delivery models

HERMES provides an intermediation platform with means to ubiquitously access media and communication/web services for mobile and IPTV users. These exchanges are realized within a trusted user group, guaranteeing access rights and rewarding content owners, which could be professional studios or end users (for UGC – user generated content). Social activities between users are explored to

determine possible dynamic social links of HERMES users for viral distribution of personalized media. Therefore, project significantly impacts six main market domains: mobile content (photo/video/blogging...), online video services (“over-the-top” players), digital TV, metadata extraction and indexing, smart-card security services, and social network analysis for communities.

Approach

One of the main differentiating approaches of HERMES platform was the development of series of application servers enabling “painless” access to media and its sharing. HERMES intermediation platform provides the following features:

- ◆ Media (photo/audio/video) discovery, tags, play list, user annotation, recommendation and sharing functionalities;
- ◆ Media exchange framework based on P2P systems federation, allowing virtually an unlimited remote storage space;



HERMES

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Partners:

Alcatel-Lucent Bell Labs France, France

Activa Multimedia, Spain

Cerna - Mines Paris Tech, France

Gemalto, France

InOutTV, Spain

Telefónica I+D, Spain

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www.celtic-hermes.net



- ◆ Meta-data generation/indexing before media is delivered to users;
- ◆ Authentication of user access to personal content through an untrusted network;
- ◆ Aggregational gateway to Social Network web sites, for data collection & replication;
- ◆ Social Interaction Analysis (SIA) enabler, for capturing, measuring and leveraging relationships between people, providing recommendation to the best marketing targets ("key players").

Related to these main features,



twelve functional spaces were identified in HERMES functional description, such as content creation, content processing and meta-data editing, content and metadata publishing, content searching, content selection, location resolution, transcoding, resource or content management, authentication, user profiling, user recommendation and personalization, community management and discovery, geo-localization of content and user. Various applications can be

built on top of those functional spaces.

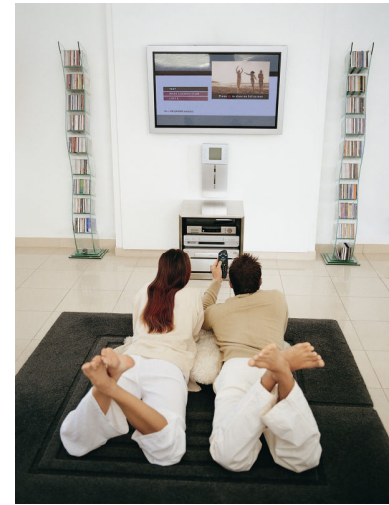
Achieved results

HERMES elaborated a comprehensive solution set for media distribution through three types of clients: mobile phones, TV appliances and PCs. The consortium also delivered a series of ten innovative services, among them – advanced "Connected PVR" (Personal Video Recorder) and "Social Media Adviser" demonstrations. Project members filed two patents, produced several scientific publications and participated in different industrial/standardization initiatives (W3C, OpenSocial, Fixed Mobile Convergence Alliance, Liberty Alliance, OpenID, TV Anytime, I2Cat Foundation, ...). Main exploitation perspective is the integration of technological tools developed in HERMES into industrial products: social interaction analysis for converged service product line including APIs and SDKs (Alcatel-Lucent), digital security solutions (Gemalto), innovative communication services such as mobile social networking, and media exchange (Telefonica), enhanced digital TV service portfolio (InOutTV).

Impact

The successful adoption of the Hermes platform in the highly dynamic media distribution environment requires a sound and viable

business model. Assessment of the main economic and competitive HERMES features was performed based on three key dimensions:



- ◆ Nature and degree of personalized services (unique utilities),
- ◆ Balance between individual consumption and collective interactions (content distribution and online communities),
- ◆ Resulting demand discrimination for consumers and services.

Competitive expected HERMES advantage and differentiating strategy involves:

- ◆ "Comfort": easiness to use, amplification, ever-presence, no dependence on a specific equipment and/or software,
- ◆ Open design & network attraction: outsiders vs. HERMES insiders (application interoperability),
- ◆ Ubiquity of media access,
- ◆ Value of a trust community.

Indeed, social media is solidifying its place within the realm of digital consumption. According to Juniper Research, worldwide revenues from social networking and personal content delivery services are set to increase from \$572m in 2007 to more than \$5.7bn in 2012, with social networking accounting for 50%.

About Celtic

Celtic is a European research and development programme, designed to strengthen Europe's competitiveness in telecommunications through short and medium term collaborative R&D projects. Celtic is currently the only European R&D programme fully dedicated to end-to-end telecommunication solutions.

Timeframe: 8 years, from 2004 to 2011

Clusterbudget: in the range of 1 billion euro, shared between governments and private participants

Participants: small, medium and large companies from telecommunications industry, universities, research institutes, and local authorities from all 35 Eureka countries.

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