

## HypER-distribution of Media Services

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

### Main focus – unleashing viral media delivery models

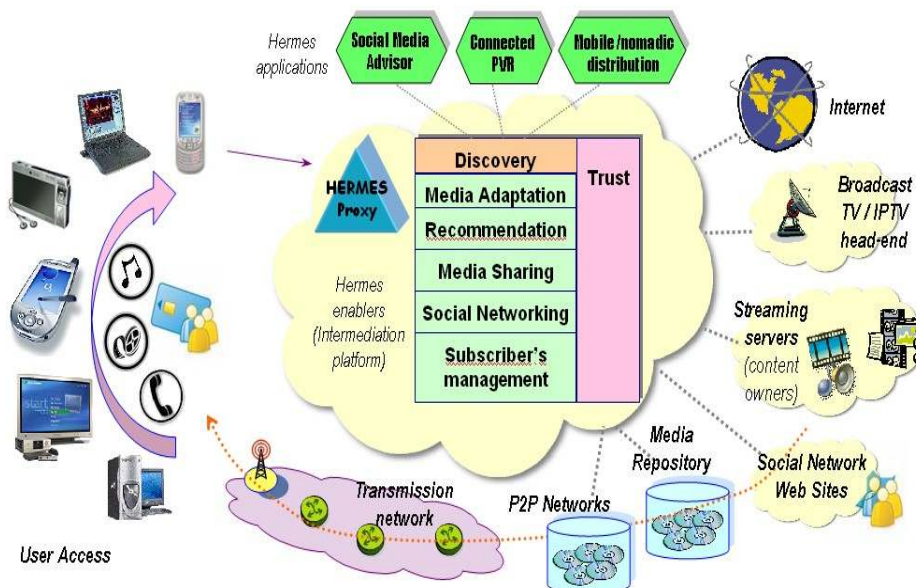
HERMES aims at providing means to mobile and IPTV users for ubiquitous access and sharing of their own media and communication/web services. These exchanges are realized within a trusted user group, guaranteeing access rights and rewarding content owners, which could be professional studios or normal 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 results will have significant impact on five main service markets:

- ◆ mobile content,
- ◆ online video services,
- ◆ smart-card services,
- ◆ digital TV, and
- ◆ social communities.

### Approach and Main results

Several steps are envisioned for elaboration of the HERMES platform. One of the first challenges for enabling ever-present access to online media irrespective of its location, is the so called “Universal Client” - multi-mode program ensuring easy navigation, authentication, presence, sharing, same “look & feel” on multiple terminals (multi-platform media access and portability). Another key technical enabler is transparent content distribution based on P2P systems federation, allowing virtually an unlimited remote storage space. Of course for implementing mobile media



# HERMES

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Closure date: 31 March 2010

### Partners:

Activa Multimedia, Spain

Alcatel-Lucent Bell Labs France, France

Gemalto, France

InOutTV, Spain

Mines Paris Tech (ArMines), France

Telefónica I+D, Spain

Universitat Ramon Llull - La Salle, Spain

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### Project Websites

[www.celtic-initiative.org/projects/hermes](http://www.celtic-initiative.org/projects/hermes)

[www.celtic-hermes.net](http://www.celtic-hermes.net)

sharing services, appropriate schemes for securing digital rights, privileges, authentication and privacy and flexible compensation/retribution models should be devised – this is what we call “trust models” in HERMES. Advanced interaction/control functions and a distributed Personal Video Recorder service (recording, sharing and consuming TV programmes from any location) are devised for better media delivery enhancing personal content consumption.

Social proximity/social spheres of HERMES users are of utmost importance for buddy discovery & content availability in today’s complex communication environment. Undeniably, they allow determining social relationships that enable to share experience using the most appropriate communication means: instant messaging, VoIP, rich presence, push-to-view, dynamic address book, content sharing/uploading to the network, notification, blogging, recommendation/rating, collaborative activity, localization, etc ... We identified the following issues pertaining to social proximity:

- ◆ Could I have the guaranty not to lose an opportunity to communicate/share content/news with an interesting person?
- ◆ Could I initiate communications in a more natural way? (communicate/exchange with the right person at the right moment, increase end-user knowledge,

provide predictive services, bring trust in digital world)

In order to offer end users a positive experience, HERMES based applications are expected to be open to applications outside the HERMES world. The end user must be able to benefit from the dedicated HERMES based applications without being captured in an applicative silo or a part of his friends groups or other social communities he belongs to. HERMES framework is expected to enable not only one application but a set of domain-specific applications. Therefore, HERMES applications are interoperable with various other frameworks’ applications.

Twelve functional spaces are identified in HERMES functional description, such as content creation, content processing and metadata 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.

## Impact

The project addresses key aspects for next-generation service delivery platforms and the booming area of converging digital media services, in a highly competitive and dynamic market. Overall business model assessment and competitive analysis is being per-

formed based on three key dimensions:

- ◆ Nature and degree of personalized services (unique utilities),
- ◆ Balance between individual consumption and collective interactions (boundaries of social networks),
- ◆ Resulting demand discrimination (along two dimensions: 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,
- ◆ Ubiquity of media access,
- ◆ Value of a trust community.
- ◆ Social media and social networks in particular, already represent an important channel to reach consumers, e.g. daily reach of British social network users is closely approaching commercial TV broadcaster audience (source: Strategy Analytics UK survey as of June 2008).

## 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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