



# eltic-Plus<sup>+</sup>

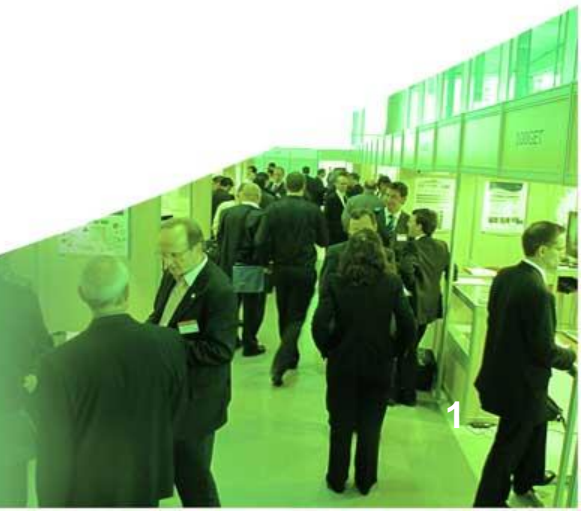
Smart Connected World



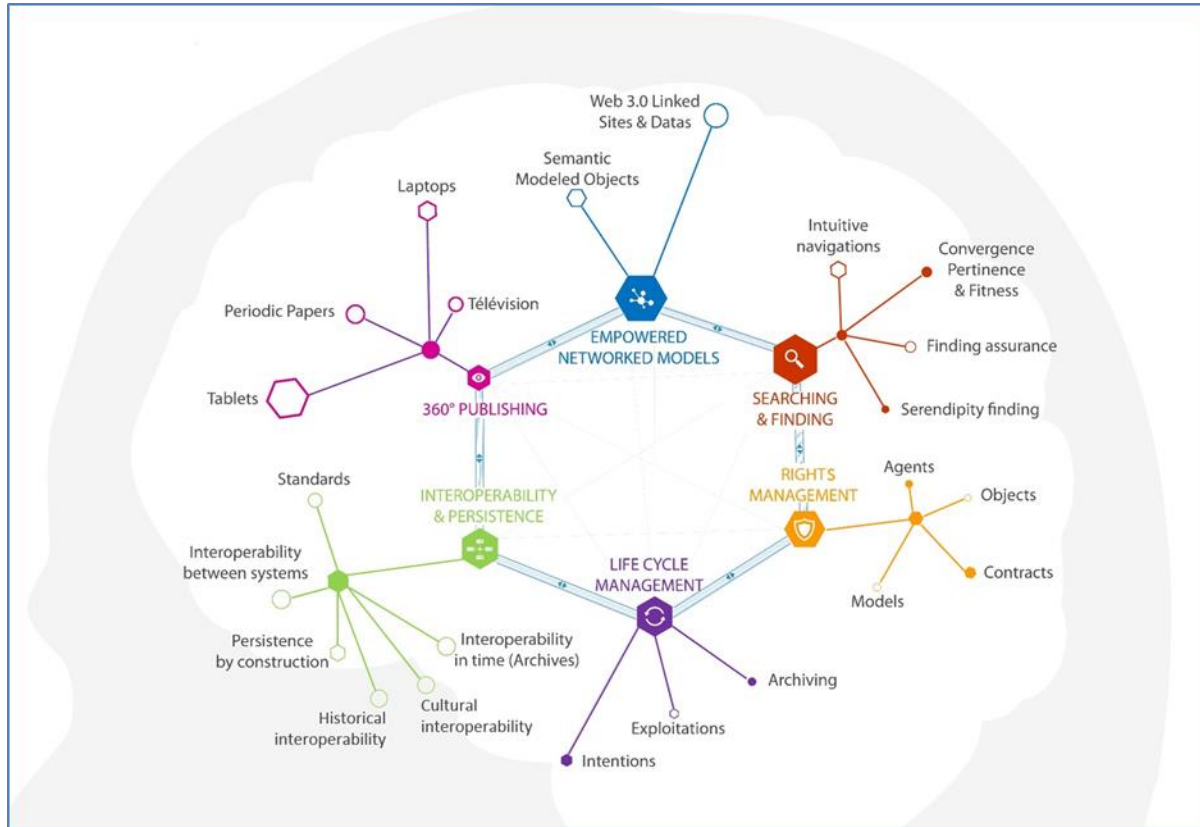
Celtic-Plus Event  
27-28 May 2015, Vienna

## **Celtic-Plus Award winning projects present their results MediãMāp+**

*Guillaume d'Azémar de Fabrègues  
E-Mail : [gaf@pmrpartners.com](mailto:gaf@pmrpartners.com)*



# WaaB : Web as a Brain



*MediaMap+ articulates a networked computer system that gives orders translated into processes and enables computers to interact in a particular environment. This network mobilizes all resources required by the editorial to materialize rich content destined for consumption! The architecture of such a network is done partly or largely on inputs (ontologies) but the reasoning or inference may influence construction*

# A surrealistic lesson



# A surrealistic lesson



René Magritte

The object **is not**  
the representation



The representation **is not**  
the meaning

## Object



**“LIVE”  
(in evidence)**

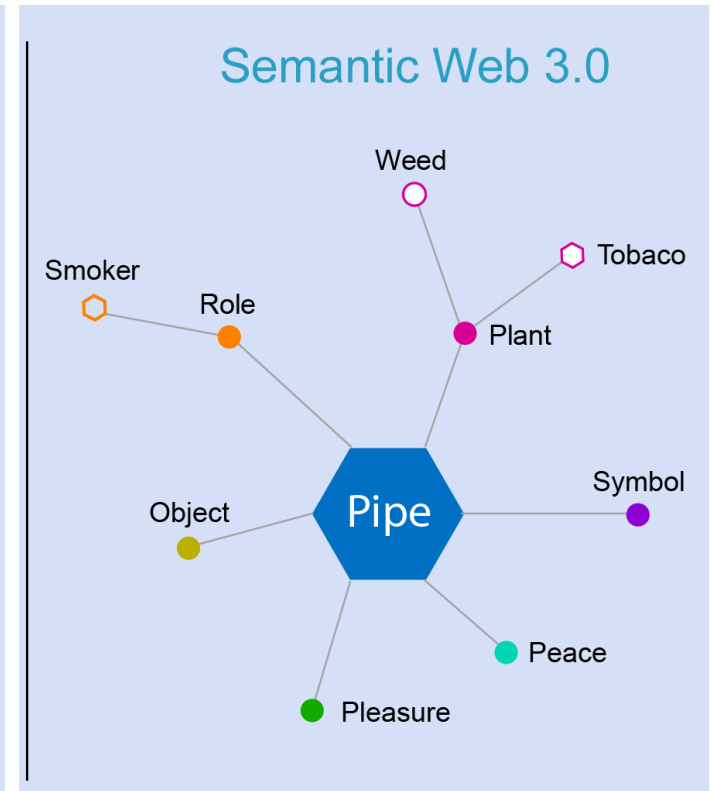
## Representation

Web 2.0

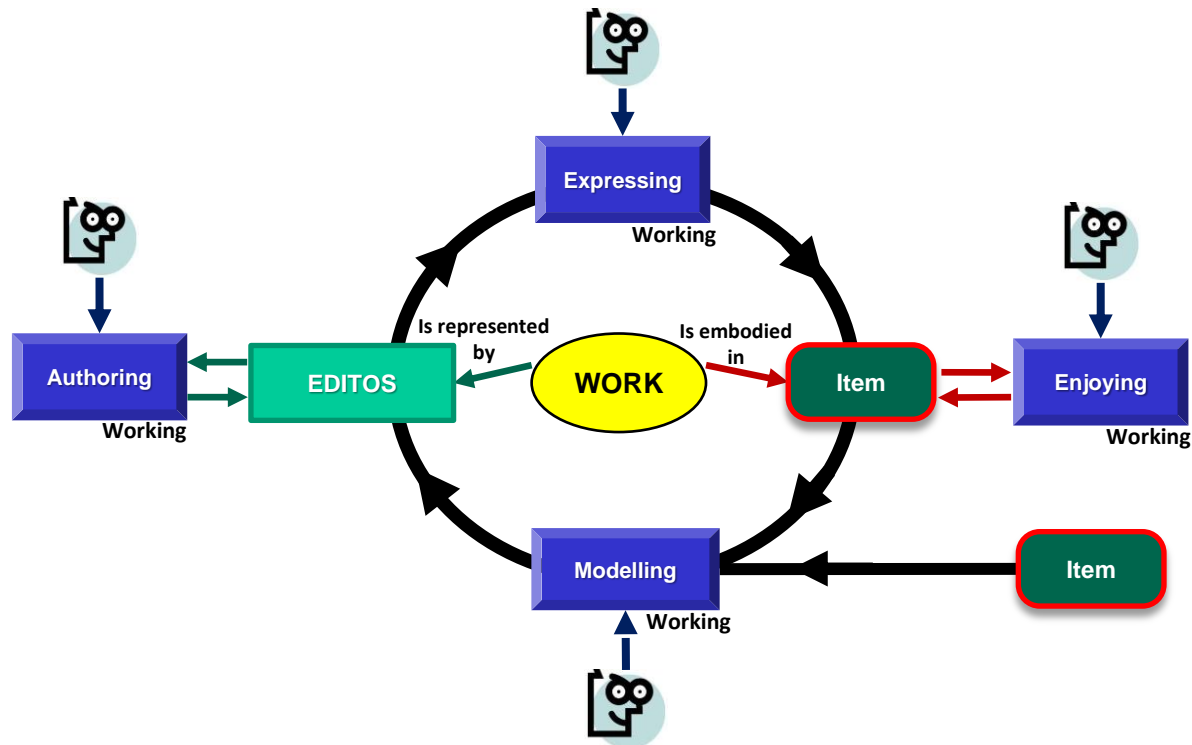


*Ceci n'est pas une pipe.*

**<name>pipe</name>**  
**“FLAT Models”**  
 (Based on Cataloguing rules and Data Records)



## *Autonomous eXchange of packages for Interoperable Systems* **Conceptual Semantic Reference Model**



The development of AXIS-CSRМ was done in the context and with the support of four major "Documentary Heritage" related standards, namely, the functional conceptual model of Archives (OAIS) [ISO 14721: 2003], the books (FRBR - Functional Requirements for Bibliographic Records), the CIDOC-CRM mixed model [Conceptual Reference Model] (ISO 21127: 2014) and the PREMIS standard [<http://www.loc.gov/standards/premis/>].

# SGT to market wide range Rights Management System

- Intellectual property management
  - Contracts, Rights, Exclusivity
- Production rights management
  - Target vs Inherited
- Lowering the chances of Legal Disputes
  - Freedom of panorama
  - Loss IP rights
  - Accessory IP rights
- Up to date achievements
  - Technical : Rights, Contracts, Target
  - Sales : Major market player (for minor markets)
  - Sales : Real international pipe

*Rights management is about risk management*

# Perfect Memory to market

- Perfect Memory's revenue has been **increased by 6** in 1 year
- Perfect Memory deploys its semantic middleware to connect the 280 TV French producers, laboratories and customers for the sale of the French TV Production. **TV France International Export** catalog.
- Perfect Memory is **extending its market** to media agencies, archivists and enterprises who also need to capitalizing upon its knowledge and listen to its ecosystem.
- **1 M€ has been raised** between 2013 and 2014 and 5M€ will be raised up to the end of 2015 to address the US and SA market.
- The size of the team will be **increased** by 2
- A **leadership** can be targeted on its blue economic ocean.



# Project Profile (video)



# Mediamap+ success

## Order, Semantics, Rights

- Technical achievements :
  - Interoperationality, semantics
  - Rights management is risk management
- Scientific achievements :
  - AXIS SCRM : a small step...
  - Approached on WaaB by PASIG, W3C, UNESCO
- Business achievements :
  - 2 startups on a confirmed track
  - 1 SME in line

# Contact Info



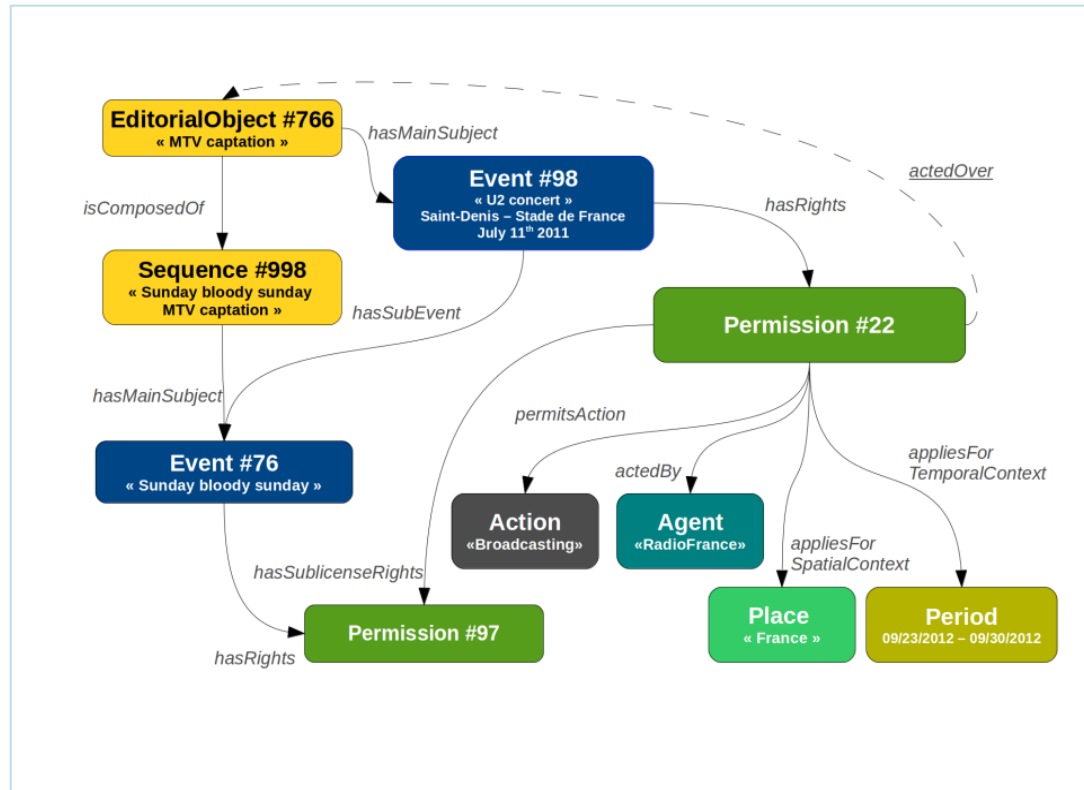
Guillaume d'Azémar de Fabrègues

[gaf@sgt.eu](mailto:gaf@sgt.eu)

Phone + 33 (0)6 03 60 00 89

27 rue Alfred Nobel  
77420 Champs sur Marne

Web : [www.sgt.eu](http://www.sgt.eu)



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