

Thomson

Ideas and suggestions for Search related developments

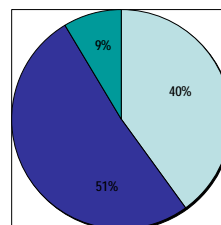
Based on the needs of Thomson's core activity in supporting the media & entertainment for facilitating content creation and distribution.

Thomson Today



Thomson provides the Media & Entertainment (M&E) industries with the services, systems & equipment, and technologies they need to achieve their commercial objectives and to optimize their performance in a changing technology environment for video and imaging.

2004 Revenues ~\$6 Bn



Services ■ Systems & Equipment ■ Technology

Thomson in search today

- Content production, management and protection is at the heart of the strategy of new Thomson
 - Strategic initiative in Digital Asset Management
 - Both for solutions and for services
 - Construction of a security business unit focusing on the needs of content providers
 - Expansion of Post-Production capacities to digital cinema, special effects
 - E.g. Thomson at the center of the technical services for last Warner Bros Harry Potter.
- Thomson has been involved in several R&D projects aiming at video compression, video segmentation and automatic annotation
 - E.g : Ambiance (ITA), Annapurna (RIAM), Domus Videum (RNTL)
- Currently Thomson is leading Quaero, a German-French search centric industrial program.

Some ideas on market evolution trends.

- Information will continue to evolve towards more and more multimedia content. Volumes will explode.
- Content will be accessed from a variety of devices through different channels and models.
- Traditional distinction between consumers and producers will progressively vanish
 - Increasing portion of content will be produced by consumers or independent professionals
 - Blogs, podcasts, corporate sites,
 - In the professional area, similar to what happened in the Consumer markets, search and selection tooling will become the standard tool for accessing to content.
- Distribution will evolve from static (TV, Radio, ...) programs broadcasting toward personalized content aggregation.
- New services will emerge allowing producers to valorize their content.
 - An equivalent to Ebay in the digital content space?

Idea #1 : Enhanced metadata in production equipment

- Based on real-world experimentation establish profiles and formats for metadata generation in capturing equipment (cameras, camcorders, recorders, ...).
 - Focusing on the needs of ProAV segment (independent professionals semi-professional consumers) and consumer segment analyze the most relevant generic research criteria for Photos, Videos and Audio.
 - Date, Time, Location, Author/Owner, subject.
 - Experiment on more advanced possibilities such as positional information, environmental conditions (light, humidity, ...), and possibly context (who else was involved, which equipment was around...).

Idea #2 : Produce once, publish many

- Consumer are foreseen to use an ever increasing range of devices through a variety of channels (EX: TV, Mobile TV, 3G phone, laptop, palmtop, ...). Therefore rapid and cost effective repurposing of content for these means will be key factor of success for producers and distributors.
- It is likely that part of this repurposing process will greatly benefit from hints added manually or automatically at production.
 - E.g. : Goal at 43mn15s!...
- Conduct experiments on restricted number of special interest areas to establish semantics and formats for conveying the hints.
 - Ex : Sports, broadcast news....

Idea #3 : Enable search of protected content

- Over the next years a series of techniques – known as DRM - aiming at controlling usage of digital content is expected to be continuously enhanced. In this process, the market is likely to consolidate around a (very) small number of widely supported standards.
 - Control of usage becomes an important issue once the users have been able to find content... And the preferred method for localizing content is the search engine.
 - Therefore in the ideal world DRM and search would coexist.
 - → Search aware DRM?