

# 1<sup>st</sup> Clustering Workshop on Cross-Media European Projects



Integrated Cross-media  
Customer Oriented Models

11-12 May 2005  
Valladolid, Spain

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## Sponsored by INCCOM:

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INCCOM seeks to evaluate, analyze and support research projects, initiatives and market activities related to applications and services for cross-media or multi-channel platforms.

Cross-Media domain research is burgeoning throughout Europe. Nevertheless the degree of interaction and visibility at European level is far from reaching its boiling point. Through the analyses of different cross-media related projects and initiatives. INCCOM will identify and disseminate best practices (concerning business models, value chain and user experience) will stimulate the commercial exploitation of R&D results and will promote the development of new services and offers for multi-channel content within the pale of the commercial environment of FIFA World Cup 2006. This event intends facilitate an interactive forum for experts and project managers to share their experiences on the cross media arena and to establish solid cooperation links. This Clustering Workshop will bring together a broad range of participants coming from the research and academic institutions, business and industrial domains, to address different technical and commercial issues.

The conference focuses on the business models in the cross-media world including:

TOPICS OF INTEREST		
<b>Content related</b> <ul style="list-style-type: none"> <li>• Interactive Music</li> <li>• Games</li> <li>• Interactive Sports</li> <li>• Home Entertainment</li> <li>• Infotainment</li> <li>• Event based services</li> <li>• Tourist Information</li> <li>• Location Based Services</li> </ul>	<b>User related</b> <ul style="list-style-type: none"> <li>• Use cases</li> <li>• Usability of Cross-media and Mobile Services</li> <li>• Best practices</li> <li>• Media Consumption Patterns</li> <li>• Interactivity</li> <li>• Ambient</li> </ul>	<b>Business related</b> <ul style="list-style-type: none"> <li>• Cost Models (Flat fee, pay per use)</li> <li>• Willingness-to-pay</li> <li>• DRM/IPR Impact on Costs</li> <li>• International/National Markets</li> <li>• Peer-to-Peer Issues</li> </ul>

## SELECTED PROJECTS AND INITIATIVES

### IST Projects:

- ✓ ACEMEDIA
- ✓ AMBIENT NETWORKS
- ✓ AXMEDIS
- ✓ CONTENT4ALL
- ✓ DAIDALOS
- ✓ INCCOM
- ✓ INSCAPE
- ✓ MAESTRO
- ✓ NEM
- ✓ NM2
- ✓ POLYMNIA

### CELTIC Projects:

- ✓ DESYME
- ✓ ENCOMPAS
- ✓ IMAGES
- ✓ IMPULSE
- ✓ MACS
- ✓ QUAR2
- ✓ WING TV

## AGENDA

### DAY ONE:

- Presentations

### DAY TWO:

- Panel discussion

REGISTRATION DEADLINE: 30 April 2005 (\*)

WORKSHOP FEE: Participation is free of charge

VENUE: Telefónica I+D S.A.U., Parque Tecnológico de Boecillo, Valladolid, Spain.

(\*) *All participants (including speakers) have to register.*



## IMPORTANT DATES

Registration: 30 April 2005  
Event: 11-12 May 2005

## RELATED LINKS

Event: <http://www.inccom.org/CWCM/>  
Online Registration: <http://www.inccom.org/CWCM/registration/>  
INCCOM: <http://inccom.org/>